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The Folio:400/1986

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ACCESS TO THE STUDY

Table of Contents 5
UserGuide 11
Magazine Index 191
Advertiser Index 203

INDUSTRY OVERVIEW

Summary—All Magazines 19
Summary—Consumer Magazines ...22
Summary—Business Magazines ...173
1. THE FOLIO:400 ....27*

CONSUMER MAGAZINES

2- 5. Top 25 Tables 43
6-13. Fastest Growing Magazines ...56
14. Market Summaries 66

CONSUMER MAGAZINE MARKETS

15. Affluence 1 68
16. Affluence 2 73
17. Affluence 3 78
18. Automotive 85
19. Black 89*
20. Bridal 92
21. Business & Financial 93
22. City & Regional 98
23. Computing 103
24. Culinary 106
25. General Interest 107*
26. Health & Fitness 114
27. Home 116
28. Home Entertainment 123
29. Inflight 125
30. Lifestyles 127
31. Maturity 131
32. Men's Lifestyles 133*
33. Men's Service 136
34. Newsmagazines 138
35. Outdoor 140
36. Personal Finance & Management 143
37. Science & Nature 145*
38. Sports 149
39. Sunday Magazines 154
40. Travel 156
41. Women-in-Business 158
42. Women's Fashion 160
43. Women's Lifestyles 161
44. Women's Service 165
45. Youth & Teen 172

BUSINESS MAGAZINES

46-48. Top 25 Tables 175
49-54. Fastest Growing Magazines 181

BUSINESS MAGAZINE MARKETS

55. Apparel 184
56. Data Management 186*

***FAST-FINDER TAB**

The Folio:400/1986

Table of Contents

Introduction

The Folio:400 UserGuide 11
Overview 19

The Folio:400

Eighth annual ranking of the 400 largest publications by 1985 total revenue 29

Consumer Magazines

(Sections 2-45)

Top 25 Consumer Magazines 43-54

Advertising revenue 43
Advertising pages 43
Net change in advertising revenue vs. '84 43
Net change in advertising pages vs. '84 43

Subscription revenue 44
Newsstand revenue 44
Average circulation 44
Net change in average circulation vs. '84 44

Average subscription circulation 53
Net change in avg. subscription circulation vs. '84 53
Average newsstand circulation 53
Net change in avg. newsstand circulation vs. '84 53

Total annual circulation 54
Total annual newsstand sales 54
Monthlies by total revenue 54
Monthlies by advertising revenue 54

Fastest Growing Consumer Magazines 56-65

Total revenue 56
Advertising revenue 58
Subscription revenue 59
Newsstand revenue 60

Advertising pages 61
Average circulation 62
Subscription circulation 64
Newsstand circulation 65

Consumer Market Performance Summaries 66

Consumer Magazine Market Analyses 68-171

Affluence 1 68
Affluence 2 73
Affluence 3 78
Automotive 85

Black 89
Bridal 92
Business & Financial 93
City & Regional 98

Table of Contents (Continued)

Consumer Magazines

Computing 103
Culinary 106
General Interest 107
Health & Fitness 114
Home 116
Home Entertainment 123
Inflight 125
Lifestyles 127
Maturity 131
Men's Lifestyles 133
Men's Service 136
Newsmagazines 138
Outdoor 140
Personal Finance & Management 143
Science & Nature 145
Sports 149
Sunday Magazines 154
Travel 156
Women-in-Business 158
Women's Fashion 160
Women's Lifestyles 161
Women's Service 165
Youth & Teen 171

Business Magazines
(Sections 46-50)

Overview 173

Top 25 Business Magazines 175-178

Total revenue 175
Advertising revenue 175
Subscription revenue 175
Advertising pages 175
Net change in advertising revenue vs. '84 176
Net change in advertising pages vs. '84 176
Average advertising pages per copy 176
Average editorial pages per copy 176
Average circulation 178
Net change in average circulation vs. '84 178
Average subscription circulation 178
Net change in avg. subscription circulation vs. '84 178

Fastest Growing Business Magazines 181-183

Total revenue 181
Advertising revenue 181
Subscription revenue 182
Advertising pages 182
Average circulation 183
Average subscription circulation 183

Business Magazine Market Analyses 184-188

Apparel 184
Data Management 186

Indexes

Magazine Index 191
Advertiser Index 203

The Folio:400/1986 User Guide

Welcome to the eighth annual FOLIO:400. We are pleased to present our analysis of 1985's top 400 revenue publications in the United States to the advertising and marketing community.

As always, we urge you take a few moments to read this guide before plunging into the wide range of information contained in our analyses. Because, far from being a simple list of the 400 top dollar books, the FOLIO:400 remains the most thorough quantitative study of these influential publications available in any single source.

Included in the many tables that follow are absolute and year-to-year data for each magazine on average circulation, subscription circulation and revenue, newsstand circulation and revenue, ad pages and ad revenue, to name a few. We believe that, studied carefully, these measurements can illuminate many important aspects of magazines that are not always apparent via traditional media analyses. For instance, they can provide a quantitative feel for the vitality of a magazine's subscription circulation, often said to be the cornerstone of healthy primary readership. Or these data can reveal a book's relative advertising vitality among similarly positioned publications. Or, for readers working in new or unfamiliar markets, these figures can indicate which publications are the dominant ones and musts for serious advertisers. In sum, one can learn a great deal more about the most important magazines than simple cost efficiencies.

Within this user's guide, you will find a brief description of key FOLIO:400 features and measurements, and all the background necessary to understand how our information was derived.

I. The Features

The FOLIO:400 consists of three basic segments: the overall FOLIO:400 (which includes this introduction, the main ranking table of the top 400 magazines, and the indexes in the back of the book); our analyses of FOLIO:400 consumer publications; and analyses of FOLIO:400 business publications. Listed below are the key features within each segment and their section numbers.

The FOLIO:400 (section 1)

This is our main table of the top 400 magazines in the United States by total revenue, defined as advertising plus subscription plus newsstand dollars. *All magazines listed in subsequent tables throughout the book are among these 400.* This main table also lists eight other critical measurements for each magazine that are used in the analyses that follow.

Top 25 Consumer Magazines (sections 2-5)

These charts contain the top 25 consumer magazines, ranked according to 16 separate performance measurements. Examples of these are Top 25 Consumer Magazines by Net Change in Subscription Circulation ('84/'85) and Top 25 Consumer Monthlies by Ad Pages.

Fastest Growing Consumer Magazines (sections 6-13)

"Fastest Growing" is evaluated according to a publication's percentage growth in 1984 versus 1983. In each of eight major measurements, rang-

TOP 25 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Reader's Digest	16,822,048	− 1.1
2	Modern Maturity	12,228,659	18.4
3	National Geographic	10,418,833	1.8
4	TV Guide	8,568,850	− 0.6
5	Better Homes and Gardens	7,460,802	− 0.4
6	McCall's	5,578,791	1.3
7	Time	4,430,445	0.7
8	Guideposts	4,235,122	1.5
9	Ladies' Home Journal	4,149,511	1.4
10	Consumer Reports	3,472,392	16.1
11	Redbook	3,415,542	3.0
12	Good Housekeeping	3,395,315	− 0.3
13	Newsweek	2,890,204	1.6
14	Prevention	2,736,070	− 2.1
15	Sports Illustrated	2,669,737	4.4
16	American Legion	2,555,995	2.1
17	Playboy	2,504,869	5.9
18	Smithsonian	2,197,806	5.8
19	Southern Living	2,151,682	2.0
20	U.S.News & World Report	2,024,162	− 0.5
21	VFW	1,865,743	0.8
22	Field & Stream	1,860,530	0.2
23	Highlights for Children	1,751,000	8.5
24	Workbasket	1,718,655	− 2.1
25	Parents	1,620,153	1.5

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Modern Maturity	1,899,540	12,228,659
2	Consumer Reports	480,678	3,472,392
3	Gourmet	415,373	946,978
4	People Weekly	205,540	1,216,995
5	National Geographic	189,181	10,418,833
6	New Woman	151,465	536,069
7	Money	150,491	1,355,448
8	Country Living	144,604	956,128
9	Rolling Stone	143,720	703,146
10	Playboy	139,377	2,504,869
11	Highlights for Children	137,500	1,751,000
12	Family Circle	136,428	363,212
13	PC Magazine	128,369	236,060
14	Sesame Street	127,913	926,743
15	Smithsonian	120,927	2,197,806
16	Sports Illustrated	111,366	2,669,737
17	Essence	103,482	594,706
18	Redbook	100,809	3,415,542
19	50 Plus	99,001	414,165
20	Home	94,907	590,380
21	American Health	90,644	718,408
22	Inc.	87,358	580,158
23	Vanity Fair	81,292	302,593
24	Endless Vacation	80,806	459,856
25	PC World	74,053	223,028

Average Newsstand Circulation

Rank 1985	Magazine Name	1985 Average Newsstand Circ.	% Chg. '84/'85
1	TV Guide	8,463,030	− 1.7
2	Family Circle	6,317,651	− 6.2
3	Woman's Day	6,304,627	− 4.6
4	National Enquirer	4,088,729	− 1.6

Net Chg. in Avg. News. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. News. Circ.
1	National Examiner	81,580	1,054,237
2	Redbook	74,154	733,891
3	Self	48,229	595,136
4	Country Living	46,083	486,429

Figures are FOLIO estimates for the calendar year 1985.

ing from total revenue to newsstand circulation, the top 10 growth books are listed. In addition to the overall winners, the 10 fastest growing books in five magazine size divisions are also presented. These breakdowns help place the growth percentages in the proper perspectives. For example, *Consumers Digest* grew fastest in ad revenue among all FOLIO:400 consumer magazines, with a 131.4 percent jump. However, since the magazine has less than $5 million in total ad revenue, that growth rate is more meaningful when placed in perspective with those of other magazines of comparable ad revenue size.

Consumer Market Performance Summaries (section 14)

Most FOLIO:400 consumer magazines have been assigned to at least one and at most two of 31 magazine "markets" (see below). Our market performance summaries are rankings of these markets' collective performances by eight different measurements: e.g., by average subscription circulation, by ad pages, etc.

(Continued on page 17)

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All Divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	American Health	67.4	8,329
3	Connoisseur	57.9	7,291
4	Vanity Fair	52.7	6,165
5	Circus Magazine	50.5	2,608
6	Financial World	44.5	4,441
7	New Woman	44.0	10,047
8	Inside Sports	42.8	1,562
9	50 Plus	40.2	3,985
10	Modern Maturity	35.0	26,103

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Maturity	35.0	26,103
2	Rolling Stone	31.3	29,473
3	Car and Driver	26.6	34,801
4	Parade	26.1	196,380
5	Parents	22.5	38,003
6	Road & Track	20.7	29,864
7	Smithsonian	18.6	38,433
8	Ebony	17.8	38,241
9	Ladies' Home Journal	15.8	77,019
10	Life	14.0	39,856

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	New Woman	44.0	10,047
2	Gourmet	33.4	18,568
3	Country Living	33.2	21,243
4	Crain's Chicago Business	27.9	10,039
5	Motor Trend	24.6	23,254
6	Boating	24.1	13,856
7	Economist/U.S.Ed.	22.5	13,484
8	Working Mother	20.8	13,303
9	1,001 Home Ideas	19.6	10,665
10	Jet	19.3	12,353

Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	American Health	67.4	8,329
2	Connoisseur	57.9	7,291
3	Vanity Fair	52.7	6,165
4	Food & Wine	34.4	7,765
5	Practical Homeowner	32.6	5,921
6	4-Wheel & Off-Road	30.7	5,544
7	Home	30.2	9,508
8	Video	24.0	6,779
9	Audio	23.1	8,671
10	Sky	21.2	9,533

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	Financial World	44.5	4,441
3	50 Plus	40.2	3,985
4	Four Wheeler	31.0	3,264

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Circus Magazine	50.5	2,608
2	Inside Sports	42.8	1,562
3	Audubon	20.0	1,800
4	Muscle & Fitness	19.1	2,501

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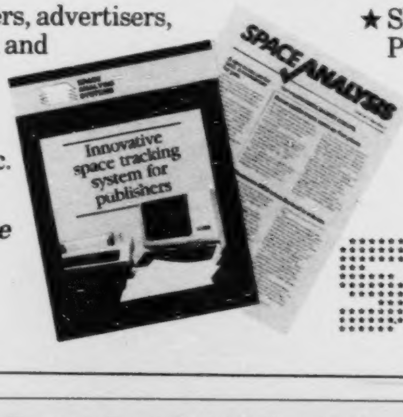

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Figures are FOLIO estimates for the calendar year 1985.

UserGuide

(Continued from page 12)

Consumer Market Analyses (sections 15-45)

As mentioned above, we have grouped most FOLIO:400 consumer magazines into 31 major magazine markets. Our markets, similar to Standard Rate & Data Service's classifications, present the results of our study for groups of magazines with conceptually similiar editorial. That is not to say magazines within a market are alike in every respect. In a narrow market such as Bridal, the books have quite a bit in common. In a diverse market such as Lifestyles, the magazines are quite different. Magazines may appear in a maximum of two markets, as determined by the FOLIO:400 editorial staff from information supplied by publishers and other industry sources.

We recommend you consult the Magazine Profiles section of each market analysis for editorial descriptions and primary SRDS classification numbers for each magazine in the market.

Each market analysis includes 24 charts of major revenue, circulation and growth statistics for market magazines. There are three exceptions: the Inflight and Sunday Magazines markets contain only 14 charts because books in these markets are not available by subscription or individually at the newsstand; the Maturity market contains 19 charts, as its magazines are available by subscription but not sold at the newsstand.

Top 25 Business Magazines (sections 46-48)

As do the top 25 consumer magazine tables, these rank our 135 FOLIO:400 specialized business magazines by 12 separate criteria.

Fastest Growing Business Magazines (sections 49-54)

The top 10 growth magazines among our business publications are charted according to six measurements. As in the corresponding consumer section, growth within each measurement is reported on both an overall basis and within three magazine revenue size divisions.

II. The Data

All data presented are FOLIO:400 estimates. Figures are compiled and evaluated by our editorial and research staffs, based on questionnaires mailed to more than 550 candidate publications and subsequent discussions with the magazines. Published industry reports, news items, and independent monitoring organizations also serve as a guide in our estimating processes. Printouts of results are sent to every FOLIO:400 qualifier so that any questions about their numbers can be addressed and resolved prior to publication.

Revenues

Total revenue is the sum of advertising revenue plus subscription revenue plus newsstand sales revenue, and is domestic only. Ad revenue is reported in gross terms, i.e. before agency commission, but minus best estimates for frequency discounts. Subscription revenue is determined by multiplying the average annual price of subscriptions by the average subscription circulation. Newsstand revenue is the product of average newsstand cover price, times newsstand circulation, times the magazine's frequency.

Circulation

For audited publications, all circulation figures are an average of semiannual audits. Figures are U.S. only, except in the case of magazines with international circulation of the same editorial issues as the U.S. issues. For unaudited publications, circulations are publisher estimates backed by the Statement of Ownership Management and Circulation (SOMC) forms required by the U.S. Postal Service.

Magazine Profiles

This information is supplied by the publications.

We hope you find The FOLIO:400 a useful tool in providing insights to better manage your magazine advertising programs. If you have any questions about our data, please contact our editorial staff in Stamford, Conn. We will be happy to help.

TRAVEL

Ad Pages

1	Travel & Leisure	1,269
2	Signature	673
3	Travel-Holiday	459
4	Motorland	170
5	National Geo. Traveler	155
6	Adventure Road	70
7	Endless Vacation	51
	Total	2,847

% Chg. Ad Pages

	1985 vs. 1984	%
1	Endless Vacation	7.3
2	Travel-Holiday	2.8
3	Signature	– 1.3
4	Travel & Leisure	– 2.7
5	National Geo. Traveler	– 26.9
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Travel-Holiday	13
2	Endless Vacation	3
3	Signature	– 9
4	Travel & Leisure	– 35
5	National Geo. Traveler	– 57
6	Adventure Road	ne
7	Motorland	ne
	Total	– 85

Avg. Ad Pages/Copy

1	Travel & Leisure	106
2	Signature	56
3	National Geo. Traveler	39
4	Travel-Holiday	38
5	Motorland	28
6	Adventure Road	12
7	Endless Vacation	7

Figures are FOLIO estimates for the calendar year 1985.

Folio: 400 magazines achieve record revenue in 1985

The 400 Overview

For the top 400 U.S. magazines, 1985 may well go down as the Year of Revenue. As a group, they set records in all three revenue categories—advertising, subscription and newsstand—in terms of total, gross dollar volume. Total revenue for the group is just under $13 billion, the highest since The FOLIO:400 began measuring magazine performances for the calendar year 1978. And among 1985's FOLIO:400, 263 reported overall revenue gains versus 1984.

Ad revenue contributes majority

The record ad revenue total for FOLIO:400 magazines in 1985 is $7.5 billion, or 58% of total revenue, up 6% from 1984. This increase comes despite a 4% decline in ad pages. A total of 252 of The 400 publications netted more ad revenue than a year ago, while 139 gained ad pages.

Total circulation revenue of $5.5 billion was up 7% versus 1984, outpacing ad revenue growth for the first time in three years. Subscription revenue of $3.3 billion grew a hefty 9%, and revenue from newsstand sales was $2.2 billion, up 3%. Among The 400, 235 publications experienced subscription revenue gains, while 131 grew in newsstand revenue.

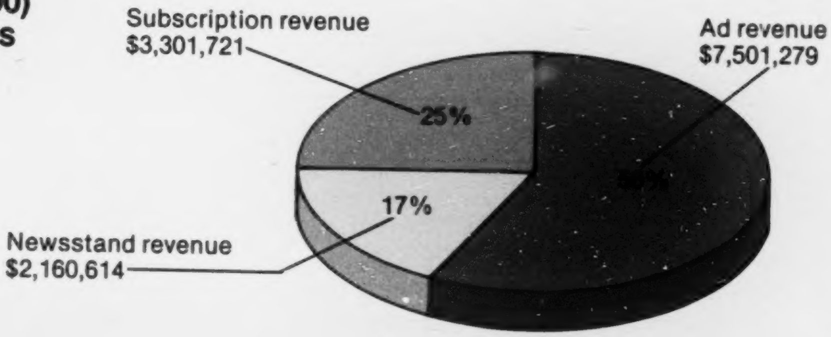
Circulation surges; subs, controlled responsible

Total average circulation for the FOLIO:400 reached 362 million copies, up 5% from 1984. Both measurements are FOLIO:400 records. Among The 400, 247 added circulation to the 1984 levels.

Subscriptions, accounting for 62% of total, reached 225 million for the group as a whole, nearly enough copies during an average publishing month for every man, woman and child in the country! Growth in this important circulation segment was a solid 5% versus 1984. But controlled circulation was the big growth area for The 400; it grew 19% to 63 million copies or 17% of the total. This is a trend we have seen for the last three years. Also continuing a trend for the third year in a row is the decline in newsstand circulation. In 1985, The 400's newsstand circula-

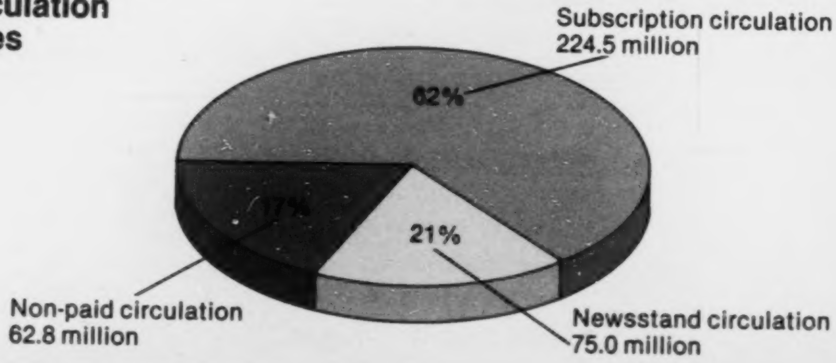
1985 Total revenue ($000)
All Folio:400 magazines

Total revenue
$12,963,615



1985 Total average circulation
All Folio:400 magazines

Total avg. circulation
362.2 million



Figures are FOLIO estimates for the calendar year 1985.

tion shrank to 75 million copies or 21% of the total. This represented a drop of 3% from 1984.

Among FOLIO:400 publications, 204 of a possible 321 gained in subscription circulation versus 1984; 91 of the 236 distributed at newsstands grew; and 71 of 108 controlled publications expanded their circulations.

Recognizing their 1985 total revenue as among the top 400 in the U.S., The FOLIO:400 welcomes 33 publications to its ranks this year. Among these FOLIO:400 newcomers are 24 consumer and 9 specialized business publications.

Consumer publications overview

Triple 6s may be the Devil's number, but they were music to consumer magazine publisher's ears in 1985. Total revenue, ad revenue and average circulation for the group of 265 FOLIO:400 consumer publications all grew 6% versus 1984.

Total revenue for the group reached $11.4 billion in 1985, up 6% from a year ago, and now accounts for 88% of total revenue for the entire 400.

Although they carry about half of the ad pages, the 265 consumer publications in The Folio:400 receive more than 80% of the ad dollars. And, spurred on by 6% growth versus 1984, ad revenue among them topped $6 billion for the first time. Ad pages among these 265 publications dropped 4% from a year ago.

On the circulation revenue front, our consumer books also had a lot to be happy about. Duplicating the trend among all FOLIO:400 magazines, 1985 consumer circulation revenue grew faster (7%) than ad revenue, reversing three years of the opposite trend, to hit $5.3 billion. Largely responsible was sub revenue, which grew 9% and exceeded $3 billion. But newsstand revenue was also strong, up 3% from 1984.

Subscription circulation dollar gains were not simply the result of higher prices. Average sub circ for the 265 FOLIO:400 consumer publications grew 5%, the best pace in five years. Significant growth continued in non-paid circulation among the consumer books, this time by 23%. Expansion in this sector appears to be due in large part to the strong year-to-year circulation performances of the Sunday supplements, most notably *Parade* and *USA Weekend*.

Unlike subs and non-paid, however, newsstand circulation has continued to soften, dropping 2%.

Great Performances

The FOLIO:400 is a ranking of the 400 largest magazines in the U.S based on their estimated total, annual revenue, defined as advertising plus circulation dollars. However, readers familiar with The 400 know we also provide a large body of other absolute and comparative statistical information, ranging from ad page growth

1985 performance composite—all Folio:400 magazines

		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	12,964 (100)	12,233 (100)	106
	Total ad revenue	7,501 (58)	7,104 (58)	106
	Total subscription revenue	3,302 (25)	3,029 (25)	109
	Total newsstand revenue	2,161 (17)	2,100 (17)	103
	Consumer mags. total revenue	11,371 (88)	10,694 (87)	106
	Business mags. total revenue	1,593 (12)	1,537 (13)	104
Ad pages	Total ad pages	539,594 (100)	562,144 (100)	96
	Consumer mags. total ad pages	267,399 (50)	276,942 (49)	97
	Business mags. total ad pages	272,195 (50)	285,202 (51)	95
Circulation (millions of copies)	Total average circulation	362.2 (100)	343.6 (100)	105
	Total avg. subscription circ.	224.5 (62)	213.8 (62)	105
	Total avg. newsstand circ.	75.0 (21)	76.9 (22)	97
	Total avg. non-paid circ.	62.8 (17)	53.0 (16)	119
	Consumer mags. total avg. circ.	345.2 (95)	326.0 (95)	106
	Business mags. total avg. circ.	17.1 (5)	17.5 (5)	97

Figures are FOLIO estimates for the calendar year 1985.

to net change in newsstand revenue, on a publication-by-publication basis. From this data, we are pleased to call your attention to some notable performances among FOLIO:400 publications.

Top of the heap

The top three revenue producers in U.S. magazine publishing continue to be *TV Guide, Time,* and *People*, in that order, as they were in 1984. *TV Guide*'s staggering total estimated 1985 revenue of just under $782 million is some $200 million more than second place *Time*, no small potato at $578 million. Following *Time* is sister *People*, which did $429 million in its 12th year of publication, and can expect to be one of the Harvard Business School's all-time classic case histories.

Elsewhere in the upper echelons of The 400, some growths should be noted. A most dramatic rise among the 25 largest publications belongs to *Parade*, which vaulted into 11th place in 1985. Total revenue for the Sunday publication grew 26% to just over $198 million, no small feat when you're already doing over $157 million. Also among the top 25, *Star* recorded total 1985 revenue growth of 18% behind its redesigned magazine format and moved into the 23rd slot.

Ladder climbers

But growing fastest among the FOLIO:400 is the aptly named *Success!*. With total revenue growing 49.3%, *Success!* moved to the 300th spot in 1985. It's hard to believe that only three years ago, this publication ranked last among The 400.

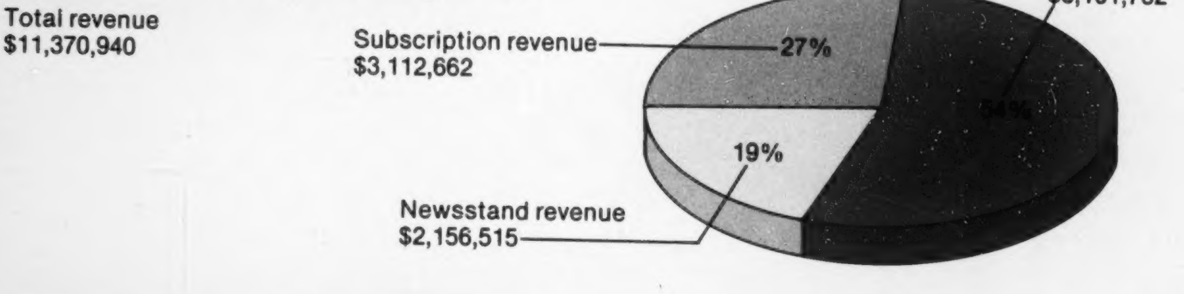
Gourmet served up the second-fastest growth in 1985 total revenue. A tasty 44% increase vs. 1984 carried Conde Nast's "*Magazine of Good Living*" to a rank of 68. *Connoisseur*, which increased its total revenue at a fourth-place pace, vaulted to position 220. Total revenue for this Hearst publication jumped a classy 37.7% vs. a year ago. That's what we call upward mobility.

Proving that growth spurts are not limited to youth are two moving and shaking maturity books. *Modern Maturity* and *50 Plus* raised total dollars by the third- and sixth-fastest rates, respectively. Hardly stodgy are *Modern Maturity*'s 38.6% boost and *50 Plus*'s 37.7% more dollars in 1985 vs. 1984. These youthful leaps landed the books hearty ranks of 42 and 281, respectively.

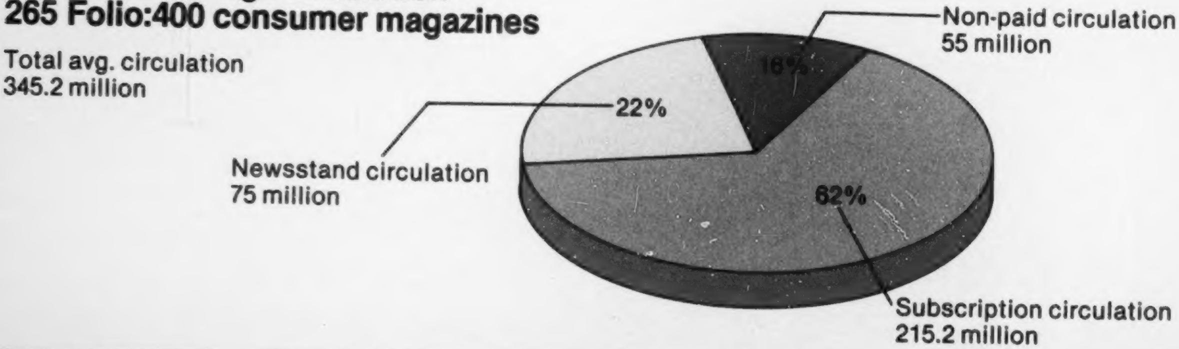
Agency & client favorites—Consumer publications

Consumers Digest is now in its third year of accepting advertising, and advertisers have evidently heeded the call. The magazine led all FOLIO:400 consumer magazines in

1985 Total revenue ($000s)
265 Folio:400 consumer magazines



1985 total average circulation
265 Folio:400 consumer magazines



Figures are FOLIO estimates for the calendar year 1985.

both percent ad page and percent ad revenue growth, up 105% and 131% respectively from 1984 levels. Second fastest percent ad growth was the property of *American Health*. In 1985, this multi-talented performer netted 38% more ad pages and 67% more ad revenue than in its banner year 1984. Healthy indeed! *Financial World* has the third-highest percent increase in ad pages, up 33% from a year ago. A repeat performer, *Connoisseur* took third place in percent ad revenue growth, up 58%.

But percent growth is not the only way to measure a great performance. The largest absolute growth, or net change, is an equally honorable distinction. And in ad revenue, *Parade* earned it with a remarkable $41 million more in 1985 than in 1984 to lead all FOLIO:400 publications in that measurement. The most additional ad pages were carried by *Crain's Chicago Business* with 313 more than in 1984.

The second-highest net change in ad revenue goes to Time Inc. giant *People*, collecting nearly $18 million more from a variety of advertisers. *American Way* enjoyed the second largest absolute bump in ad pages—plus 258—reflecting the doubling of its frequency in 1985 from monthly to bi-weekly. In third place with an ad revenue net change of plus $15 million is *Family Circle*. Its ad page counterpart is *New York*, which added 166 pages to its 1984 total.

Readers' favorites—Consumer publications

The 1985 leader in total average circulation growth (%) is *PC Magazine*, up 66% from 1984. *PC* also took the honors in subcription growth, selling 119% more subs than in 1984. At the newsstand, it's *Nation's Business* with the top growth, up 206% from 1984.

Second place in percent growth, in both total and subscription circulation, is *Gourmet*, up 63% and 78% respectively. *Health* is the runner-up in newsstand growth with a 166% increase. Placing third in these measurements are: *Vanity Fair* for total circulation growth of 36%; *Family Circle*, up 60% in subs; and *Food & Wine*, up 77% at the newsstand.

Repeat performers took the top places in our circulation revenue percent growth. In subscription revenue, it's *PC* on top again, up 126% versus 1984. Second is *Gourmet*, up 73%, and third at plus 70% is *Family Circle*.

Paid copies at the newsstand gave *Nation's Business* the top revenue growth there, up 221%, while *Consumer's Digest*, up 207% has the second best pace. Third in percent growth in newsstand revenue is *Health*, up 153%.

But looking at absolute circulation growth in 1985 tells a different story. *Parade* turned in the top performance in total average circulation gains, blanketing the country with over 4 million more copies in 1985. *Modern Maturity* was second with just under 2 million additional copies, and *Consumer Reports* was third, adding 475,000 copies.

Modern Maturity (available only via subscription) and *Consumer Reports* attributed their impressive gains entirely to subscriptions, where they were one/two in absolute growth. Joining them with the third highest sub circ growth was *Gourmet*, which added 415,000 names to its mailing list. At the newsstand, where many publications experienced circulation declines, *National Examiner* sold nearly 82,000 more copies, with *Redbook* and *Self* following in absolute growth, adding just over 74,000 and 48,000 copies respectively to their 1984 newsstand circs.

Please turn to page 173 for a roundup of Great Performances among FOLIO:400 business magazines.

1985 performance composite—265 Folio:400 consumer magazines

		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	11,371 (100)	10,707 (100)	106
	Ad revenue	6,102 (54)	5,755 (54)	106
	Subscription revenue	3,113 (27)	2,856 (27)	109
	Newsstand revenue	2,157 (19)	2,096 (19)	103
Ad pages		267,399 (100)	277,517 (100)	96
Circulation (millions of copies)	Total average circulation	345.2 (100)	326.4 (100)	106
	Total average subscription circ.	215.2 (62)	204.7 (63)	105
	Total average newsstand circ.	75.0 (22)	76.9 (23)	98
	Total average controlled circ.	55.0 (16)	44.8 (14)	123

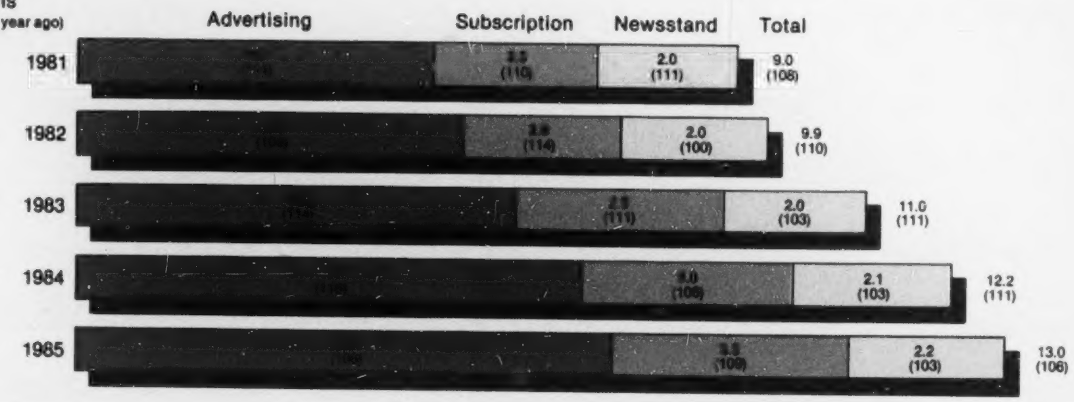
Figures are FOLIO estimates for the calendar year 1985.

Five year summary of all Folio:400 magazines

Revenues

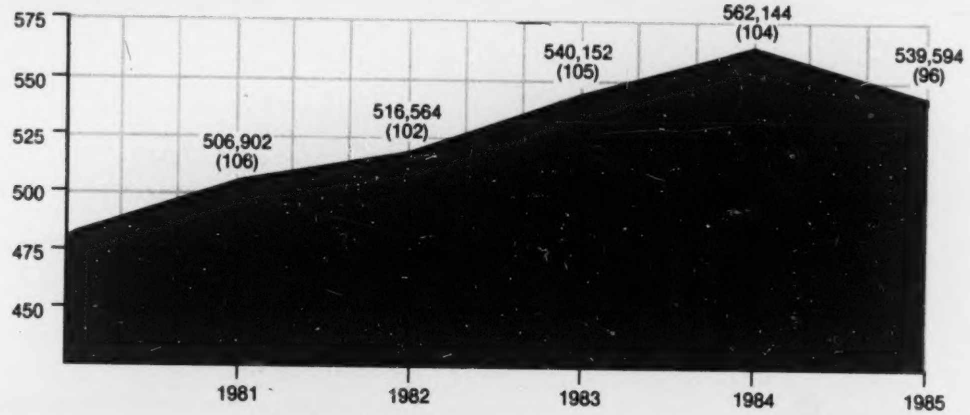
$ billions

(Index vs. year ago)



Ad Pages

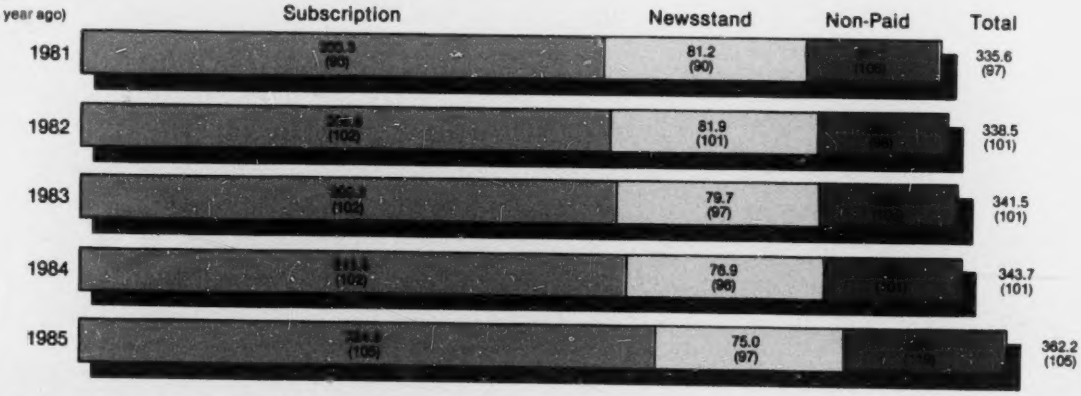
(Index vs. year ago)



Average circulation

millions

(Index vs. year ago)



Indexes are actual; numbers are rounded to first decimal.

Figures are Folio estimates for the calendar year 1985.

The Folio:400

The Eighth Annual Ranking
of the
Top 400 Revenue Publications
in the United States
for the Calendar Year 1985

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
1	**TV Guide**	781,700	5.1	313,975	203,679	264,047	3,670	17,031,879	8,568,850	8,463,030
2	**Time**	577,673	6.8	346,570	208,859	22,244	2,696	4,649,814	4,430,445	219,369
3	**People Weekly**	429,025	10.9	250,759	48,566	129,700	3,866	2,901,197	1,216,995	1,684,202
4	**Sports Illustrated**	366,366	6.7	237,355	117,078	11,932	2,786	2,782,872	2,669,737	113,136
5	**Newsweek**	352,096	-0.2	247,079	88,414	16,603	2,714	3,058,246	2,890,204	168,042
6	**Reader's Digest**	316,027	0.2	110,558	188,390	17,080	1,071	17,770,915	16,822,048	948,867
7	**Family Circle**	244,482	10.1	145,788	5,257	93,438	1,853	6,680,863	363,212	6,317,651
8	**Good Housekeeping**	226,282	2.0	142,376	42,141	41,765	2,053	5,180,142	3,395,315	1,784,827
9	**Better Homes and Gardens**	205,548	0.3	123,262	71,538	10,748	1,363	8,042,230	7,460,602	581,628
10	**BusinessWeek/N.Amer.Ed.**	198,392	-7.2	169,100	26,920	2,372	4,214	788,209	765,069	23,140
11	**Parade**	198,390	26.1	198,390	0	0	657	27,920,000	0	0
12	**Woman's Day**	198,073	-0.2	107,347	949	89,778	1,422	6,367,387	62,760	6,304,627
13	**National Geographic**	188,205	2.6	31,922	156,282	0	290	10,418,833	10,418,833	0
14	**National Enquirer**	180,544	0.9	31,100	8,587	140,857	1,404	4,534,051	445,322	4,088,729
15	**U.S.News & World Report**	175,862	1.0	102,641	68,209	5,011	1,779	2,077,277	2,024,162	53,115
16	**Playboy**	172,332	0.6	57,735	49,604	64,993	912	4,131,325	2,504,869	1,626,456
17	**Cosmopolitan**	167,465	3.6	100,757	5,429	61,279	2,437	2,921,450	302,679	2,618,771
18	**McCall's**	159,545	12.1	80,849	66,210	12,486	1,157	6,272,442	5,578,791	693,651
19	**Penthouse**	152,411	-9.9	20,179	7,750	124,482	490	3,090,869	225,260	2,865,610
20	**Ladies' Home Journal**	150,858	10.4	77,019	56,054	17,786	1,362	5,137,601	4,149,511	988,090
21	**Forbes**	145,460	5.9	115,826	26,464	3,170	3,711	729,167	693,910	35,258
22	**Fortune**	144,026	4.7	115,743	25,578	2,705	3,273	729,024	697,776	31,248
23	**Star**	129,409	18.3	10,048	3,236	116,125	605	3,429,855	159,662	3,270,194
24	**Glamour**	121,997	10.5	78,571	9,831	35,795	2,136	2,284,114	754,394	1,529,720
25	**New York Times Magazine**	109,609	-1.3	109,609	0	0	4,360	1,5[illegible]6,030	0	0

the travel
VOGUE
VOGUE ranks first, among leading travel magazines, as the most cost-efficient way to reach women who travel domestically and internationally.

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Figures are FOLIO estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
26	**Money**	107,619	11.8	62,271	35,808	9,539	1,461	1,661,188	1,355,448	305,740
27	**Vogue**	107,434	5.3	71,509	8,361	27,565	3,246	1,187,714	432,107	755,607
28	**Southern Living**	100,633	10.7	57,774	38,168	4,691	1,588	2,308,055	2,151,682	156,374
29	**Redbook**	98,993	6.8	57,179	28,604	13,210	1,165	4,149,433	3,415,542	733,891
30	**USA Weekend**	93,152	6.7	93,152	0	0	677	13,110,893	0	0
31	**Life**	85,918	12.1	39,856	24,405	21,657	772	1,566,697	918,470	648,227
32	**Smithsonian**	76,265	13.4	36,433	39,561	272	1,075	2,206,871	2,197,806	9,065
33	**New Yorker**	67,711	-9.7	52,695	12,454	2,562	2,997	504,261	471,417	32,845
34	**Sunset**	62,923	6.1	47,979	13,240	1,705	1,837	1,398,618	1,303,913	94,705
35	**Ebony**	61,642	12.2	38,241	18,263	5,139	1,201	1,736,667	1,508,883	227,784
36	**Seventeen**	60,286	4.6	34,146	16,838	9,302	1,438	1,744,068	1,227,275	516,793
37	**Parents**	59,735	14.7	38,003	19,442	2,291	1,131	1,718,052	1,620,153	97,899
38	**Consumer Reports**	59,312	26.6	0	55,558	3,753	0	3,618,553	3,472,392	146,161
39	**Mademoiselle**	59,096	0.1	34,147	4,610	20,339	1,503	1,215,398	346,194	869,205
40	**Field & Stream**	57,626	6.2	36,244	18,051	3,331	1,048	2,008,171	1,860,530	147,642
41	**Prevention**	55,898	2.0	15,049	37,943	2,905	776	2,897,485	2,736,070	161,415
42	**Modern Maturity**	55,452	36.6	26,103	29,349	0	276	12,228,659	12,228,659	0
43	**Rolling Stone**	54,816	31.1	29,473	11,461	13,683	1,180	990,938	703,146	287,793
44	**Golf Digest**	54,342	11.5	35,659	16,318	2,365	1,066	1,231,295	1,130,229	101,066
45	**Computerworld**	54,256	-1.9	49,300	4,956	0	5,154	126,832	126,832	0
46	**Globe**	53,972	2.4	6,314	938	46,720	1,020	1,729,600	65,774	1,663,826
47	**New York**	52,750	10.4	38,331	10,741	3,679	3,151	441,701	400,827	40,874
48	**Architectural Digest**	52,084	2.3	28,653	18,201	5,231	1,572	610,463	513,599	96,864
49	**Travel & Leisure**	51,746	13.3	30,184	21,212	350	1,269	985,156	975,280	9,876
50	**Car and Driver**	50,517	22.8	34,801	8,996	6,721	1,224	906,745	664,296	242,449

the automotive
VOGUE
VOGUE women readers rank high in influence and purchasing power — one in three purchased a passenger car in the past 12 months.

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Figures are Folio estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
51	**Woman's World**	48,725	ne	226	0	48,499	17	1,326,202	0	1,326,202
52	**Self**	47,316	10.2	26,266	7,124	13,926	1,182	1,105,895	510,759	595,136
53	**Popular Mechanics**	46,937	5.2	28,714	12,740	5,484	1,154	1,662,859	1,358,195	304,664
54	**Country Living**	46,051	22.4	21,243	13,426	11,382	841	1,442,557	956,128	486,429
55	**Harper's Bazaar**	45,729	1.5	31,105	3,693	10,932	1,750	754,672	306,115	448,557
56	**Gentleman's Quarterly**	45,582	7.2	29,492	4,730	11,360	1,863	645,348	266,672	378,676
57	**Esquire**	44,112	5.4	32,003	7,886	4,223	1,374	705,558	569,145	136,413
58	**Road & Track**	43,302	18.9	29,864	5,940	7,498	1,341	735,202	452,463	282,739
59	**Bon Appetit**	43,165	5.6	26,332	13,331	3,502	1,114	1,304,557	1,161,509	143,048
60	**PC Magazine**	43,012	15.3	35,000	5,668	2,344	4,528	266,618	236,060	30,558
61	**Inc.**	42,198	-3.6	32,068	9,123	1,008	1,150	608,156	580,158	27,998
62	**PC Week**	40,700	ne	40,700	0	0	5,103	104,635	0	0
63	**Jet**	40,188	-0.7	12,353	17,400	10,435	961	817,160	656,617	160,544
64	**Barron's**	39,830	-0.3	22,463	9,068	8,299	2,307	256,821	150,424	106,397
65	**Popular Science**	39,760	-5.0	21,080	14,289	4,391	790	1,810,367	1,601,307	209,060
66	**Outdoor Life**	38,975	2.5	20,639	15,307	3,028	849	1,507,813	1,363,604	144,209
67	**Women's Wear Daily**	37,734	5.8	33,631	3,756	347	6,526	64,581	62,743	1,838
68	**Gourmet**	37,427	44.0	18,568	15,607	3,251	1,142	1,077,234	946,978	130,256
69	**House Beautiful**	37,315	-4.4	24,192	7,229	5,894	973	839,701	587,816	251,886
70	**Byte**	36,694	-1.0	26,274	6,204	4,217	3,613	388,566	296,677	91,889
71	**Town & Country**	36,175	0.8	26,700	5,808	3,666	1,756	428,485	326,661	101,824
72	**Omni**	36,023	-1.8	16,241	10,233	9,549	729	863,276	549,984	313,292
73	**House & Garden**	35,827	6.5	20,647	10,829	4,351	1,160	616,447	525,810	90,638
74	**Sporting News**	34,923	7.1	7,757	21,835	5,330	508	712,855	657,846	55,009
75	**Restaurants & Insts.**	34,182	12.1	34,182	0	0	4,480	129,474	0	0

ne = not estimated

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The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
76	Av. Week & Space Tech.	34,151	10.6	27,387	6,764	0	3,861	141,897	141,897	0
77	Motor Trend	33,504	20.3	23,254	4,921	5,328	894	765,853	548,187	217,667
78	National Examiner	32,973	16.8	3,157	213	29,603	510	1,070,231	15,994	1,054,237
79	Farm Journal	32,171	-6.5	24,448	7,723	0	677	860,968	860,968	0
80	1,001 Home Ideas	31,997	17.8	10,665	20,379	954	588	1,536,992	1,499,671	37,322
81	New Woman	31,163	22.8	10,047	6,825	14,291	679	1,156,344	536,069	620,276
82	Us	31,040	-5.3	8,257	8,759	14,024	515	950,309	546,737	403,572
83	Home Mechanix	31,003	-9.8	16,722	12,078	2,202	773	1,411,902	1,297,199	114,704
84	Advertising Age	30,969	2.9	26,213	4,532	224	3,447	88,072	85,982	2,090
85	Highlights for Children	30,643	8.5	0	30,643	0	0	1,751,000	1,751,000	0
86	Bride's	30,482	1.6	22,959	431	7,092	1,814	375,587	37,862	337,725
87	Working Woman	30,405	9.2	20,813	8,836	756	1,236	715,664	690,453	25,211
88	Popular Photography	30,381	-8.9	22,644	5,176	2,560	937	899,092	789,687	109,405
89	Scientific American	29,409	-12.4	13,207	12,082	4,120	567	640,771	503,439	137,333
90	PC World	28,206	10.3	22,631	3,423	2,153	2,516	283,846	223,028	60,816
91	Institutional Investor	27,686	15.1	25,847	1,839	0	1,785	95,130	13,624	0
92	Changing Times	27,615	-2.7	12,201	14,684	730	492	1,425,751	1,391,004	34,747
93	Discover	27,437	-11.6	6,393	17,176	3,868	417	936,636	807,697	128,940
94	Guideposts	27,296	11.6	0	27,296	0	0	4,235,122	4,235,122	0
95	Modern Bride	27,171	9.1	20,652	425	6,094	1,719	330,332	40,131	290,202
96	W	26,980	11.3	20,470	4,838	1,672	1,316	212,577	186,648	25,930
97	EDN	26,900	4.1	26,900	0	0	5,659	125,745	0	0
98	Soap Opera Digest	26,401	9.8	2,320	6,945	17,136	317	768,255	327,503	440,752
99	True Story	26,383	4.7	10,841	11,166	4,374	632	1,518,715	1,227,099	291,617
100	Golf Magazine	26,363	2.7	16,863	7,553	1,937	739	804,124	722,599	81,525

1

the fashion
VOGUE
VOGUE ranked first in every fashion category, according to a recent survey of 1,476 retail executives.

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Figures are Folio estimates f[illegible] the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
101	Electronic Design	26,000	-6.3	26,000	0	0	5,155	128,184	0	0
102	Essence	25,078	16.7	15,358	6,008	3,713	951	800,960	594,706	206,255
103	Hot Rod	24,866	8.0	12,374	5,701	6,791	705	856,829	562,098	294,732
104	New England Jour. of Med.	24,693	2.1	14,670	10,023	0	4,507	214,629	213,253	0
105	Personal Computing	24,516	-7.4	17,000	5,891	1,625	1,791	533,748	485,217	48,531
106	Modern Photography	24,039	3.7	14,895	6,777	2,366	1,088	737,415	638,812	98,603
107	Family Handyman	23,048	1.5	11,260	10,752	1,037	649	1,206,596	1,147,363	59,234
108	Electronic News	22,933	-16.5	20,568	2,365	0	3,360	67,442	67,442	0
109	Rodale's Org. Gardening	22,814	-3.2	8,707	13,892	215	695	1,266,423	1,257,231	9,192
110	Sport	22,764	2.9	11,231	7,906	3,627	520	931,637	780,531	151,106
111	Metropolitan Home	22,716	3.5	13,870	6,935	1,911	774	718,128	650,666	67,463
112	L.A. Times Magazine	22,471	4.4	22,471	0	0	1,156	1,332,138	0	0
113	Yankee	22,333	7.8	7,954	13,094	1,284	948	997,570	927,148	70,422
114	Signature	21,938	18.1	9,989	11,949	0	673	789,782	789,782	0
115	Economist/U.S.Ed.	21,319	17.8	13,484	6,738	1,097	2,512	106,326	97,723	8,604
116	Adweek	21,193	24.9	18,823	2,222	148	2,481	60,797	47,272	1,540
117	'Teen	21,157	0.6	8,712	7,176	5,270	580	1,039,437	746,661	292,776
118	Tennis	20,651	4.5	15,070	4,578	1,004	959	507,337	460,348	46,990
119	Medical Economics	20,225	-6.0	19,485	740	0	3,397	173,427	19,486	0
120	Sports Afield	20,225	3.8	13,930	3,695	2,600	1,034	523,904	412,792	111,112
121	Gallery	20,078	1.4	578	521	18,978	140	464,649	22,881	441,768
122	Texas Monthly	20,041	2.0	15,623	3,311	1,107	1,640	265,082	238,955	46,128
123	Working Mother	19,989	15.2	13,303	6,369	317	882	550,211	536,646	13,565
124	Nation's Business	19,968	6.7	10,004	9,886	77	421	868,656	865,956	2,700
125	Journal of the AMA	19,947	16.5	18,518	1,429	0	4,039	338,304	252,490	0

the leisure
VOGUE

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Figures are FOLIO estimates for the calendar year 1985.

The Folio:400

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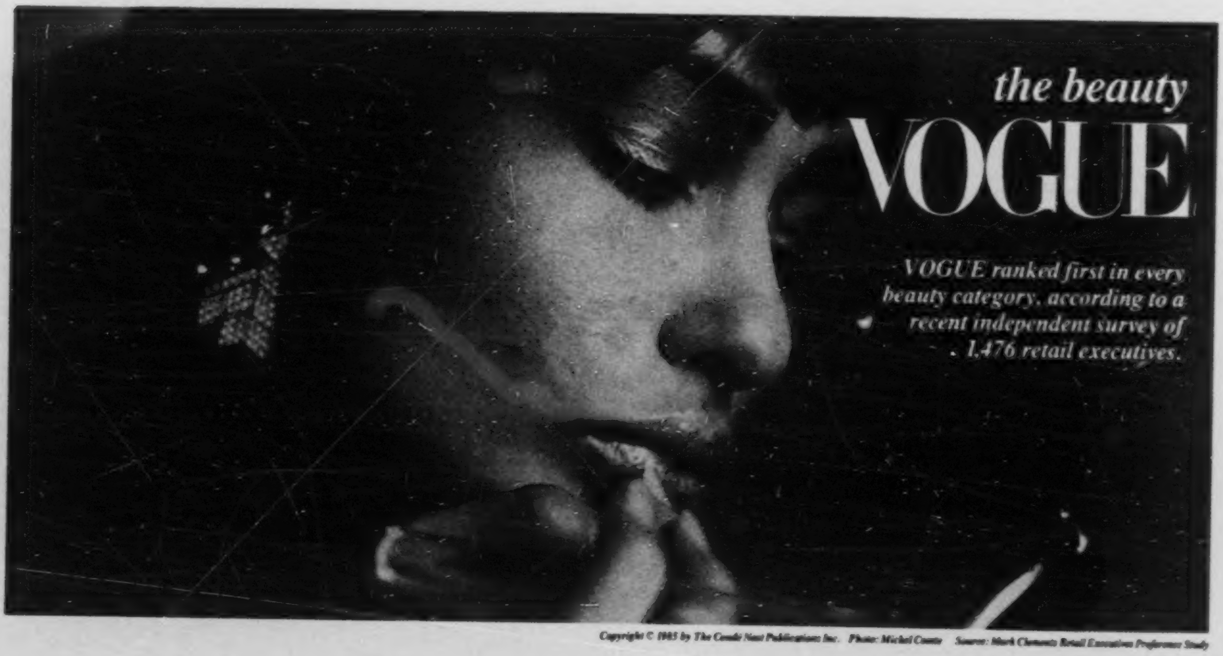
126	**Muscle & Fitness**	19,905	12.3	2,501	1,842	15,561	1,318	449,202	63,256	385,946
127	**American Banker**	19,828	8.7	9,193	10,635	0	2,200	23,692	23,692	0
128	**Datamation**	19,699	3.8	19,699	0	0	2,756	158,434	0	0
129	**Frequent Flyer**	19,294	11.8	6,094	13,200	0	762	300,000	300,000	0
130	**Club**	19,026	-8.3	0	167	18,859	0	398,685	5,786	392,899
131	**Electronic Engin. Times**	19,000	22.6	19,000	0	0	3,721	109,159	0	0
132	**Home**	18,989	26.5	9,508	6,946	2,535	587	698,716	590,380	108,336
133	**American Rifleman**	18,957	ne	4,386	14,571	0	316	1,457,076	1,457,076	0
134	**Progressive Farmer**	18,800	6.3	13,640	5,160	0	694	553,121	553,121	0
135	**Nation's Restaurant News**	18,749	19.3	17,405	1,344	0	3,027	79,617	77,949	0
136	**Food & Wine**	18,435	28.7	7,765	9,940	730	631	608,589	577,718	30,871
137	**Psychology Today**	18,414	3.0	5,696	10,740	1,978	309	873,209	788,684	84,525
138	**American Hunter**	18,377	ne	3,411	14,966	0	241	1,496,944	1,496,944	0
139	**Playgirl**	18,318	-8.9	1,377	3,396	13,545	416	586,304	220,999	365,305
140	**Stereo Review**	18,114	2.1	13,450	3,262	1,402	638	566,783	502,923	63,860
141	**American Health**	17,970	37.4	8,329	8,260	1,381	559	787,468	718,408	69,060
142	**Machine Design**	17,919	-3.9	17,919	0	0	3,737	171,655	0	0
143	**Endless Vacation**	17,880	16.2	231	17,649	0	51	459,856	459,856	0
144	**Design News**	17,850	5.4	17,850	0	0	3,669	158,990	0	0
145	**Boating**	17,822	18.7	13,856	2,343	1,623	1,566	191,133	142,294	46,839
146	**Successful Farming**	17,794	-9.1	14,177	3,617	0	623	628,251	514,203	0
147	**Health**	17,432	10.0	6,300	11,006	126	471	1,031,037	1,024,579	6,458
148	**Daily News Record**	16,800	-4.1	15,478	1,322	0	2,992	24,034	24,034	0
149	**National Geo. Traveler**	16,526	7.9	3,678	12,841	7	155	1,009,074	1,008,731	343
150	**Skiing**	16,381	5.7	12,544	2,683	1,153	959	439,461	350,868	88,594

ne = not estimated


the beauty
VOGUE
VOGUE ranked first in every beauty category, according to a recent independent survey of 1,476 retail executives.

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The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
151	Venture	16,218	13.9	11,516	3,866	836	903	312,597	269,053	23,544
152	Weight Watchers Mag.	16,196	7.4	5,219	8,334	2,645	332	867,705	720,752	146,953
153	Science85	16,157	-6.9	5,697	8,596	1,866	306	729,860	638,856	91,003
154	HFD	16,088	10.8	15,333	755	0	3,604	30,732	30,732	0
155	Automotive News	16,084	21.0	13,287	2,797	0	2,664	63,358	63,358	0
156	Shape	16,029	15.0	4,048	2,522	9,460	753	532,987	132,837	400,150
157	Los Angeles Magazine	16,020	-3.0	12,910	1,652	1,458	2,241	166,649	112,652	53,998
158	Industry Week	15,791	-7.7	15,791	0	0	1,077	346,651	0	0
159	Army Times	15,786	12.5	9,734	4,696	1,356	1,919	137,808	120,424	17,385
160	United	15,686	-8.8	15,686	0	0	1,125	407,425	0	0
161	Ski	15,015	-5.1	11,443	2,472	1,100	791	420,202	341,633	78,569
162	Billboard	14,953	6.8	7,679	4,754	2,520	1,771	46,773	32,856	13,917
163	Mother Earth News	14,863	-13.1	2,349	9,149	3,386	268	762,716	574,623	188,093
164	Restaurant Business	14,691	10.4	14,691	0	0	3,020	110,352	0	0
165	Natural History	14,642	5.4	5,104	9,364	174	496	498,631	492,819	5,812
166	Colonial Homes	14,586	-0.7	6,445	4,504	3,637	372	596,538	394,472	202,067
167	High Society	14,577	-7.5	600	0	13,977	120	308,127	0	308,127
168	Oil & Gas Journal	14,531	-4.2	12,478	2,053	0	3,323	60,374	60,374	0
169	Science	14,485	13.8	9,814	4,672	0	1,828	155,724	155,724	0
170	Country Home	14,485	ne	3,777	6,053	4,655	205	763,304	500,304	263,000
171	Real Estate Today	14,453	7.3	1,449	13,004	0	127	666,037	666,881	0
172	Interior Design	14,429	4.9	12,294	1,574	561	3,121	52,962	45,225	7,737
173	Engineering News-Record	14,255	-8.6	10,534	3,721	0	2,383	102,042	102,042	0
174	Electronic Buyers' News	14,000	-9.1	14,000	0	0	3,914	54,347	0	0
175	Sail	13,975	-3.7	9,931	2,316	1,729	1,481	170,066	112,446	57,620
176	Yachting	13,909	9.3	10,654	1,881	1,375	1,942	145,649	100,549	45,100
177	Travel Agent	13,824	5.5	13,527	297	0	6,954	36,526	33,034	0
178	YM	13,804	0.4	4,757	7,969	1,078	383	781,672	709,818	71,854
179	Boston Globe Magazine	13,775	ne	13,775	0	0	2,442	801,046	0	0
180	Practical Homeowner	13,747	23.4	5,921	7,434	392	511	729,080	702,010	27,071
181	Car Craft	13,726	7.2	7,286	2,130	4,310	908	439,773	234,523	205,251
182	Creative Ideas f. Living	13,716	7.5	6,100	6,902	715	502	746,323	715,781	30,543
183	Cycle	13,680	9.9	8,921	2,846	1,913	597	420,408	314,130	106,278
184	Chicago	13,590	-1.7	10,466	2,493	630	1,734	220,557	198,020	22,536
185	Eastern Review	13,485	-4.7	13,485	0	0	1,143	332,570	0	0
186	Sunday-Chicago Tribune Mag.	13,478	ne	13,476	0	0	1,519	1,165,605	0	0
187	Games	13,396	-1.2	3,013	8,504	1,881	244	660,249	570,659	89,590
188	Computer Decisions	13,366	3.1	13,366	0	0	1,812	175,129	0	0
189	Architectural Record	13,358	5.6	11,034	2,324	0	1,711	75,428	75,428	0
190	Science Digest	13,339	-6.3	4,156	5,132	4,050	286	581,971	413,228	168,743
191	Air Force Times	13,308	5.8	9,080	3,512	716	1,963	99,232	90,057	9,176
192	Saturday Evening Post	13,289	2.8	4,144	7,116	2,029	334	674,155	550,286	123,870
193	Video Review	13,234	15.8	8,229	2,846	2,158	735	389,294	299,378	89,917
194	Macworld	13,193	ne	8,236	1,764	3,193	1,341	149,425	87,252	62,173
195	Travel-Holiday	13,177	4.9	6,133	6,933	112	459	769,741	763,545	6,196
196	Natl. Geographic World	13,118	0.4	0	13,118	0	0	1,316,402	1,316,402	0
197	Consumers Digest	13,098	20.8	3,264	9,683	150	209	1,025,056	1,015,658	9,398
198	Nursing85	13,077	-8.3	5,534	7,543	0	588	485,040	485,040	0
199	Flying	13,044	2.1	7,052	4,235	1,757	507	331,202	256,125	75,077
200	Compute!	12,954	-16.3	4,188	4,222	4,544	602	361,228	232,864	128,364

ne = not estimated

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The Folio:400

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201	**Computer Reseller News**	12,900	10.3	12,900	0	0	3,738	42,514	0	0
202	**Meetings & Conventions**	12,829	2.9	12,829	0	0	1,516	80,258	0	0
203	**Guns & Ammo**	12,729	7.2	5,697	3,484	3,548	553	509,185	361,371	147,814
204	**Computer Systems News**	12,650	-11.5	12,650	0	0	2,368	61,856	0	0
205	**New Equipment Digest**	12,609	17.8	12,609	0	0	1,095	205,054	0	0
206	**Builder**	12,500	12.0	9,349	3,151	0	1,155	186,915	178,909	0
207	**American Baby**	12,446	14.8	11,126	1,320	0	507	1,000,000	151,890	0
208	**Chemical Engineering**	12,410	-1.1	10,827	1,584	0	2,287	65,173	65,173	0
209	**Satellite Orbit**	12,250	ne	1,100	9,078	2,072	456	224,007	189,117	34,890
210	**Sesame Street**	12,149	13.9	180	8,934	3,035	6	1,179,647	926,743	252,904
211	**Black Enterprise**	12,033	6.3	9,626	2,123	285	789	232,088	219,926	12,162
212	**Grit**	12,027	-3.2	1,972	5,770	4,286	389	587,657	477,771	109,886
213	**American Medical News**	11,993	2.1	11,851	141	0	1,172	328,547	231,906	0
214	**California**	11,956	9.4	9,153	2,384	419	894	299,998	282,525	17,473
215	**High Fidelity**	11,927	6.7	7,077	4,093	757	444	410,242	378,716	31,526
216	**Professional Builder**	11,832	11.7	11,507	326	0	1,761	135,201	7,758	0
217	**Atlantic**	11,797	-8.6	6,842	3,905	1,051	579	453,683	409,908	43,775
218	**Compute!'s Gazette**	11,762	3.9	3,577	3,840	4,346	844	299,896	177,141	122,755
219	**Chronicle of Higher Ed.**	11,757	19.7	8,733	3,024	0	2,637	72,194	72,194	0
220	**Connoisseur**	11,710	37.7	7,291	3,678	741	847	271,788	251,213	20,575
221	**Circus Magazine**	11,662	-4.1	2,608	663	8,390	605	392,740	34,179	358,561
222	**Runner's World**	11,641	-20.8	5,252	3,810	2,579	498	294,185	215,773	78,413
223	**Harvard Business Review**	11,635	12.7	3,455	8,011	168	411	236,228	231,549	4,680
224	**Cable Guide**	11,583	ne	11,583	0	0	234	5,389,446	0	0
225	**Boys' Life**	11,573	1.6	2,812	8,761	0	215	1,431,106	1,431,106	0
226	**Ms.**	11,522	-1.9	5,626	4,911	985	555	458,537	414,153	44,384
227	**Crain's Chicago Business**	11,522	25.1	10,039	1,324	158	1,944	46,854	38,088	2,821
228	**4-Wheel & Off-Road**	11,490	25.5	5,544	1,816	4,131	976	285,094	140,468	144,627
229	**Purchasing Magazine**	11,484	1.1	11,484	0	0	2,304	94,991	0	0
230	**Cheri**	11,409	-18.4	360	0	11,049	60	263,067	0	263,067
231	**AmericanWay**	11,402	-6.0	11,402	0	0	1,485	151,003	0	0
232	**Vanity Fair**	11,372	34.4	6,165	3,520	1,686	431	372,855	302,593	70,263
233	**Navy Times**	11,372	8.9	7,572	3,210	590	2,069	89,916	82,350	7,566
234	**Audio**	11,208	20.2	8,671	1,371	1,165	1,038	159,838	114,257	45,582
235	**Video**	11,146	17.7	6,779	2,468	1,898	932	321,196	240,078	81,118
236	**Broadcasting**	11,103	ne	9,170	1,920	13	3,568	34,754	34,627	128
237	**High Technology**	11,016	7.9	4,816	5,604	597	347	303,808	279,437	24,372
238	**Trailer Life**	10,958	4.4	7,898	2,627	433	1,418	305,713	287,681	18,032
239	**McCall's Ndlwrk. & Crafts**	10,934	ne	2,194	5,196	3,542	239	713,266	477,123	236,143
240	**Cycle World**	10,917	1.0	6,656	2,394	1,867	646	337,002	248,116	88,886
241	**Workbasket**	10,911	-3.3	2,612	7,996	304	388	1,749,005	1,718,655	30,350
242	**Washingtonian**	10,904	10.9	8,194	1,662	1,049	1,972	140,425	95,617	44,809
243	**A+**	10,867	ne	7,369	1,883	1,614	1,401	183,276	137,730	45,546
244	**Crafts Magazine**	10,827	7.0	2,613	4,782	3,432	772	494,713	350,287	144,426
245	**InfoWorld**	10,821	2.7	7,265	2,923	632	1,616	148,904	141,677	7,227
246	**Supermarket News**	10,715	1.3	10,000	715	0	1,274	55,052	55,052	0
247	**Newlook**	10,654	ne	1,092	230	9,333	112	340,970	7,658	333,312
248	**Forum**	10,588	-14.7	0	505	10,083	0	364,992	28,881	336,112
249	**Easyriders**	10,536	5.0	686	1,406	8,443	260	328,033	76,741	251,292
250	**Prairie Farmer**	10,470	-9.6	8,848	1,622	0	1,048	164,254	164,254	0

ne = not estimated

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The Folio:400

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251	**Electronics**	10,316	-37.4	7,500	2,816	0	1,524	88,004	88,004	0
252	**Motor Boating & Sailing**	10,309	10.4	7,963	1,325	1,021	1,930	145,376	111,332	34,044
253	**American Photographer**	10,253	1.5	6,365	2,691	1,197	512	273,453	233,567	39,888
254	**American Legion**	10,249	6.5	3,859	6,390	0	306	2,555,995	2,555,995	0
255	**Bicycling**	10,176	3.6	6,208	2,218	1,750	852	248,286	172,041	76,245
256	**AutoWeek**	10,166	8.2	6,616	3,370	180	1,694	157,947	155,181	2,766
257	**Genesis**	10,097	-13.5	96	77	9,924	120	235,979	2,362	233,617
258	**Family Computing**	10,081	-9.6	4,481	3,853	1,747	489	402,760	343,564	59,196
259	**MIS Week**	10,050	17.0	10,050	0	0	1,468	125,202	0	0
260	**Data Communications**	10,012	19.5	8,866	1,146	0	2,261	45,362	39,683	0
261	**Electronic Business**	10,005	12.7	9,951	54	0	2,214	56,637	1,357	0
262	**Chemical & Engin. News**	9,957	1.0	7,170	2,787	0	1,340	126,687	126,687	0
263	**Industrial Equip. News**	9,908	-2.8	9,908	0	0	934	207,005	0	0
264	**Boston Magazine**	9,901	17.6	8,154	1,130	617	1,950	131,498	105,131	26,367
265	**Bassmaster Magazine**	9,861	12.2	5,598	4,037	226	518	416,218	403,667	12,552
266	**Journal of Accountancy**	9,847	1.1	4,795	5,051	0	1,011	277,757	277,757	0
267	**Philadelphia Magazine**	9,765	10.6	7,656	1,390	719	1,716	153,076	122,343	30,734
268	**National Wildlife**	9,765	7.1	0	9,765	0	0	843,558	843,558	0
269	**Mini-Micro Systems**	9,638	-27.0	9,638	0	0	1,677	134,785	0	0
270	**Sky**	9,533	21.2	9,533	0	0	884	294,000	0	0
271	**Modern Plastics**	9,492	20.6	8,049	1,442	0	1,502	53,887	48,728	0
272	**Spectrum**	9,432	16.6	7,223	2,209	0	1,180	247,136	247,136	0
273	**Chemical Week**	9,358	-5.1	7,818	1,540	0	1,540	50,281	41,626	0
274	**Successful Meetings**	9,301	13.9	9,301	0	0	1,619	77,417	0	0
275	**CommunicationsWeek**	9,271	ne	9,271	0	0	1,607	57,671	0	0
276	**Runner**	9,269	ne	5,000	2,400	1,869	431	277,133	214,849	62,284
277	**M The Civilized Man**	9,214	13.5	5,750	1,583	1,881	673	133,867	81,618	52,249
278	**Dun's Business Month**	9,189	-16.4	8,978	211	0	612	301,502	7,043	0
279	**Plant Engineering**	9,175	-8.9	9,175	0	0	2,062	113,872	0	0
280	**Skin Diver**	9,085	15.2	6,757	1,436	893	969	205,609	174,359	31,250
281	**50 Plus**	9,067	35.0	3,985	5,082	0	388	414,165	414,165	0
282	**Modern Healthcare**	8,905	21.1	7,924	981	0	1,980	81,544	13,075	0
283	**Business Insurance**	8,900	11.2	7,343	1,557	0	1,512	45,306	30,833	0
284	**Business & Comm. Avn.**	8,829	3.8	8,829	0	0	1,016	51,675	0	0
285	**Annals of Internal Med.**	8,810	0.3	4,804	4,005	0	1,859	92,261	92,261	0
286	**World Tennis**	8,731	-11.2	5,436	2,832	464	464	361,698	339,602	22,096
287	**Homeowner**	8,652	18.1	2,084	6,155	413	282	685,291	661,259	24,032
288	**Telephony**	8,645	0.6	7,769	876	0	3,885	36,107	28,181	0
289	**Progressive Architecture**	8,605	4.0	7,119	1,486	0	1,121	69,612	69,612	0
290	**Mod. Materials Handling**	8,545	18.7	8,545	0	0	1,942	105,632	0	0
291	**Modern Salon**	8,483	21.7	6,910	1,573	0	1,131	126,840	107,547	0
292	**PC Tech Journal**	8,413	ne	6,000	2,127	286	1,376	89,761	83,736	6,024
293	**InformationWeek**	8,400	23.5	8,400	0	0	1,355	100,177	0	0
294	**Outside**	8,367	19.3	4,655	2,355	1,357	587	221,242	163,255	57,987
295	**Blood-Horse**	8,343	5.7	6,760	1,440	142	6,598	22,233	21,020	1,213
296	**Financial World**	8,285	30.2	4,441	3,557	287	604	136,469	131,050	5,419
297	**Packaging Digest**	8,285	-0.2	8,285	0	0	1,468	89,555	0	0
298	**Graphic Arts Monthly**	8,200	15.5	8,200	0	0	2,091	87,107	0	0
299	**Electronic Products**	8,200	13.9	8,200	0	0	2,032	120,006	0	0
300	**Success!**	8,133	49.3	3,445	3,809	878	374	350,897	310,970	39,928

ne = not estimated

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301	**EC&M**	8,002	2.2	6,612	1,390	0	1,160	77,229	77,229	0
302	**Computer Design**	7,989	-26.0	7,989	0	0	1,542	98,490	0	0
303	**Restaurant Hospitality**	7,923	9.2	7,923	0	0	1,266	115,059	0	0
304	**Audubon**	7,895	4.2	1,800	5,976	119	214	380,666	374,075	6,591
305	**Fleet Owner/Big Fleet Ed**	7,864	14.9	7,864	0	0	1,267	76,965	0	0
306	**Postgraduate Medicine**	7,845	18.6	7,845	0	0	2,135	130,108	0	0
307	**Discount Store News**	7,825	17.3	7,600	225	0	1,217	24,691	22,959	0
308	**Hoard's Dairyman**	7,789	-3.6	6,510	1,279	0	672	173,773	173,773	0
309	**Fins and Feathers**	7,746	-3.5	1,890	4,972	884	367	392,975	336,196	56,779
310	**Inside Sports**	7,736	20.2	1,562	2,557	3,617	343	348,810	198,110	150,700
311	**Amer. Journal of Nursing**	7,695	-0.3	3,358	4,336	0	617	300,088	300,088	0
312	**D**	7,663	8.0	6,572	757	334	1,574	80,262	65,979	14,283
313	**Four Wheeler**	7,616	19.6	3,264	875	3,476	1,054	204,035	88,165	115,870
314	**Soldier of Fortune**	7,582	10.4	1,196	771	5,615	510	179,282	31,208	148,074
315	**Research & Development**	7,576	-0.9	7,576	0	0	1,359	118,438	0	0
316	**Wood**	7,570	ne	1,810	4,530	1,230	250	393,000	327,500	65,500
317	**Hospitals**	7,513	6.8	7,248	265	0	1,852	86,519	6,632	0
318	**Control Engineering**	7,507	7.4	7,412	95	0	1,696	92,451	1,900	0
319	**Club International**	7,482	-10.1	0	37	7,445	0	158,318	1,253	157,065
320	**Bakery Prod. & Marketing**	7,423	18.6	7,423	0	0	2,454	30,231	0	0
321	**Publishers Weekly**	7,407	2.5	4,570	2,837	0	2,330	36,423	36,423	0
322	**Sales & Marketing Mgmt.**	7,396	3.1	5,680	1,716	0	1,200	47,984	47,984	0
323	**Run**	7,327	ne	2,679	2,126	2,521	713	183,961	112,752	71,210
324	**Instructor**	7,311	-0.3	4,169	3,142	0	707	255,556	255,556	0
325	**Natl. Home Center News**	7,282	15.9	7,179	103	0	1,373	34,161	4,312	0
326	**Savvy**	7,272	-9.3	3,520	3,269	483	396	321,136	298,754	22,382
327	**Workbench**	7,231	-2.4	2,856	4,043	332	321	883,760	846,844	36,917
328	**Fine Woodworking**	7,222	ne	2,191	4,029	1,002	271	268,368	223,854	44,514
329	**Hospital Practice**	7,217	-7.9	7,217	0	0	1,668	182,465	0	0
330	**VFW**	7,192	ne	3,144	4,049	0	327	1,865,743	1,865,743	0
331	**Southern Accents**	7,175	16.9	3,233	2,707	1,235	540	206,562	155,104	51,459
332	**Amer. Family Physician**	7,175	-10.3	7,175	0	0	2,021	124,067	0	0
333	**ABA Journal**	7,131	-2.1	5,386	1,745	0	716	344,031	317,302	0
334	**Institutional Distrib.**	7,104	16.9	7,104	0	0	1,701	33,997	0	0
335	**Popular Hot Rodding**	7,097	2.7	2,432	875	3,791	549	272,913	94,433	178,480
336	**Petersen's Hunting**	7,067	10.0	3,375	1,941	1,751	574	280,036	207,075	72,962
337	**Cruising World**	7,023	0.1	4,525	1,529	969	1,619	115,860	85,488	30,373
338	**Pensions & Invest. Age**	6,996	11.8	6,182	814	0	906	40,280	12,143	0
339	**Magazine Antiques**	6,880	ne	4,787	1,808	285	1,757	58,663	53,572	5,091
340	**Physician's Management**	6,862	4.2	6,862	0	0	2,205	110,522	0	0
341	**AOPA Pilot**	6,859	3.6	3,701	3,158	0	506	263,185	263,185	0
342	**Bldg. Supply Home Ctrs.**	6,838	0.2	6,838	0	0	1,752	38,022	0	0
343	**Diversion**	6,787	-11.0	6,787	0	0	1,790	176,251	0	0
344	**Country Journal**	6,766	0.6	2,241	4,024	502	328	323,611	302,179	21,433
345	**Gifts & Decor. Access.**	6,667	-7.2	5,885	782	0	2,121	32,846	32,846	0
346	**RN**	6,595	-19.0	1,985	4,610	0	387	277,526	277,526	0
347	**Medical World News**	6,515	ne	6,515	0	0	1,727	114,586	0	0
348	**Petersen's Photographic**	6,432	-4.5	3,179	1,872	1,381	353	278,681	219,036	59,645
349	**Dial**	6,330	ne	2,530	3,800	0	158	1,266,674	1,266,674	0
350	**Farmer**	6,328	-19.1	5,413	914	0	870	135,856	135,858	0

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
351	San Diego Magazine	6,286	7.9	5,423	587	276	1,857	60,097	48,583	11,514
352	Houston Home & Garden	6,232	-5.1	4,964	891	377	1,077	85,145	71,939	13,206
353	Patient Care	6,220	-17.3	6,220	0	0	1,653	112,479	0	0
354	Bldg. Design & Constr.	6,210	15.8	6,210	0	0	1,174	70,467	0	0
355	American Printer	6,100	ne	6,100	0	0	1,618	87,125	0	0
356	Emergency Medicine	6,045	8.2	6,045	0	0	1,950	131,790	0	0
357	Office	6,033	-7.2	5,900	133	0	1,432	159,493	3,330	0
358	American Machinist	6,020	8.8	6,020	0	0	1,439	67,458	0	0
359	Computer + Software News	6,000	ne	6,000	0	0	2,177	40,378	0	0
360	Heavy Duty Trucking	5,997	13.0	5,997	0	0	1,155	97,086	0	0
361	Chemical Processing	5,981	10.6	5,981	0	0	1,577	80,135	0	0
362	Air Force Magazine	5,977	ne	3,147	2,830	0	645	233,613	205,329	0
363	S. Porter's Pers. Fin.	5,954	ne	1,638	3,533	783	257	355,270	303,053	52,217
364	Swank	5,933	-1.8	0	0	5,933	0	167,609	0	167,609
365	Consultant	5,930	-8.3	5,930	0	0	1,662	122,473	0	0
366	Motor	5,879	14.3	4,371	1,508	0	653	125,707	125,707	0
367	MD Magazine	5,800	7.2	5,800	0	0	1,682	143,162	0	0
368	Consumer Electr. Monthly	5,791	14.4	5,791	0	0	1,025	60,658	0	0
369	Model Railroader	5,765	9.8	1,706	2,120	1,939	1,111	179,533	107,060	72,473
370	Plastics Technology	5,750	13.6	5,750	0	0	1,353	40,670	0	0
371	Architecture	5,742	11.6	4,892	850	0	884	59,462	50,230	0
372	High Plains Journal	5,736	1.9	4,588	1,148	0	2,057	56,065	56,065	0
373	Pan Am Clipper	5,719	2.6	5,719	0	0	703	233,461	0	0
374	San Francisco Focus	5,707	ne	4,760	837	110	1,173	172,384	167,387	4,996
375	Power	5,685	-2.2	5,039	646	0	1,070	57,134	46,165	0
376	Americana	5,679	5.4	1,871	3,530	278	214	399,234	380,682	18,552
377	Motorland	5,663	ne	2,508	3,155	0	170	1,577,431	1,577,431	0
378	Med. Asp. of Human Sex.	5,600	-1.8	5,600	0	0	1,400	187,849	0	0
379	Arizona Highways	5,597	-8.9	0	4,713	885	0	404,905	362,783	42,122
380	Wallaces Farmer	5,591	-18.6	4,836	755	0	875	89,172	89,172	0
381	Modern Office Tech.	5,561	-2.1	5,561	0	0	1,155	153,692	0	0
382	Chemical Mktg. Reporter	5,556	7.1	4,664	892	0	1,682	15,943	15,943	0
383	Christianity Today	5,556	2.6	2,325	3,174	57	731	182,940	181,357	1,584
384	Interiors	5,552	ne	4,904	648	0	1,357	25,785	25,785	0
385	American Artist	5,541	5.3	2,396	2,727	417	896	165,696	148,302	17,394
386	TWA Ambassador	5,508	8.0	5,508	0	0	667	269,234	0	0
387	Material Handling Engin.	5,457	7.0	5,457	0	0	1,545	105,605	0	0
388	Early American Life	5,448	0.9	830	4,053	565	122	357,728	321,224	36,504
389	Hospital Medicine	5,443	-12.2	5,443	0	0	1,512	140,389	0	0
390	Motorcyclist	5,396	4.0	2,824	1,097	1,476	426	214,640	142,725	71,916
391	Modern Medicine	5,363	-10.3	5,363	0	0	1,532	119,649	0	0
392	Texas Homes	5,340	4.8	3,879	1,085	376	898	83,863	71,332	12,531
393	Telephone Eng. & Mgmt.	5,330	6.8	4,942	387	0	2,372	39,100	16,144	0
394	Saltwater Sportsman	5,326	ne	3,000	1,625	701	904	114,722	91,369	23,354
395	Family	5,285	7.5	5,285	0	0	477	528,535	0	0
396	Adventure Road	5,270	ne	600	4,670	0	70	1,556,512	1,556,512	0
397	Shooting Times	5,267	5.9	1,568	1,257	2,442	459	194,267	91,505	102,762
398	Electron. Pkging & Prod.	5,256	7.0	5,256	0	0	1,875	45,692	0	0
399	Palm Springs Life	5,219	ne	4,627	169	423	1,354	15,685	7,690	7,995
400	Food Management	5,072	ne	5,072	0	0	1,168	56,572	0	0

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Advertising Revenue

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Time	346,570	3.3
2	TV Guide	313,975	3.2
3	People Weekly	250,759	7.7
4	Newsweek	247,079	0.0
5	Sports Illustrated	237,355	2.9
6	Parade	198,390	26.1
7	BusinessWeek/N.Amer.Ed.	169,100	–8.5
8	Family Circle	145,788	11.6
9	Good Housekeeping	142,376	6.8
10	Better Homes and Gardens	123,262	–2.3
11	Forbes	115,826	5.6
12	Fortune	115,743	3.6
13	Reader's Digest	110,558	–1.2
14	New York Times Magazine	109,609	–1.3
15	Woman's Day	107,347	–2.7
16	U.S.News & World Report	102,641	1.1
17	Cosmopolitan	100,757	5.9
18	USA Weekend	93,152	6.7
19	McCall's	80,849	6.0
20	Ladies' Home Journal	77,019	15.8
21	Glamour	76,571	8.4
22	Vogue	71,509	6.2
23	Money	62,271	9.0
24	Southern Living	57,774	8.3
25	Playboy	57,735	5.0

Net Change in Ad Revenue vs. '84

Rank 1985	Magazine Name	Net Change '84/'85 ($000)	1985 Ad Rev. ($000)
1	Parade	41,044	198,390
2	People Weekly	17,868	250,759
3	Family Circle	15,096	145,788
4	Time	10,981	346,570
5	Ladies' Home Journal	10,482	77,019
6	TV Guide	9,710	313,975
7	Good Housekeeping	9,063	142,376
8	Car and Driver	7,310	34,801
9	Rolling Stone	7,028	29,473
10	Parents	6,987	38,003
11	Modern Maturity	6,763	26,103
12	Sports Illustrated	6,747	237,355
13	Forbes	6,113	115,826
14	Glamour	5,962	76,571
15	USA Weekend	5,842	93,152
16	Ebony	5,723	38,241
17	Smithsonian	5,707	36,433
18	Cosmopolitan	5,613	100,757
19	Country Living	5,301	21,243
20	Money	5,130	62,271
21	Road & Track	5,119	29,864
22	Sunset	4,929	47,979
23	Life	4,900	39,856
24	Gourmet	4,653	18,568
25	Motor Trend	4,597	23,254

Advertising Pages

Rank 1985	Magazine Name	1985 Ad Pages	% Chg. '84/'85
1	Blood-Horse	6,598	–5.2
2	PC Magazine	4,528	–19.5
3	New York Times Magazine	4,360	–7.5
4	BusinessWeek/N.Amer.Ed.	4,214	–15.2
5	People Weekly	3,866	–4.9
6	Forbes	3,711	–3.2
7	TV Guide	3,670	–3.4
8	Byte	3,613	–7.7
9	Fortune	3,273	–6.1
10	Vogue	3,246	–6.3
11	New York	3,151	5.6
12	New Yorker	2,997	–15.3
13	Sports Illustrated	2,786	–8.1
14	Newsweek	2,714	–9.8
15	Time	2,696	–4.3
16	PC World	2,516	–7.2
17	Economist/U.S.Ed.	2,512	0.4
18	Boston Globe Magazine	2,442	ne
19	Cosmopolitan	2,437	–2.2
20	Barron's	2,307	–1.8
21	Los Angeles Magazine	2,241	–11.4
22	Glamour	2,136	–1.3
23	Navy Times	2,069	3.9
24	Good Housekeeping	2,053	1.0
25	Washingtonian	1,972	5.7

ne = not estimated

Net Change in Ad Pages vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Ad Pages
1	Crain's Chicago Business	313	1,944
2	AmericanWay	258	1,485
3	New York	166	3,151
4	American Health	154	559
5	Financial World	151	604
6	Gourmet	147	1,142
7	Connoisseur	145	847
8	Car and Driver	140	1,224
9	Modern Bride	131	1,719
10	Army Times	129	1,919
11	Parents	129	1,131
12	Motor Trend	125	894
13	Food & Wine	125	631
14	Circus Magazine	124	605
15	Genesis	120	120
16	Boston Magazine	119	1,950
17	New Woman	115	679
18	Consumers Digest	107	209
19	Washingtonian	106	1,972
20	AutoWeek	106	1,694
21	Ebony	101	1,201
22	Ladies' Home Journal	100	1,362
23	Air Force Times	98	1,963
24	Vanity Fair	96	431
25	Audio	94	1,038

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Subscription Revenue

Rank 1985	Magazine Name	1985 Subscription Revenue ($000)	% Chg. '84/'85
1	Time	208,859	13.7
2	TV Guide	203,679	0.7
3	Reader's Digest	188,390	0.9
4	National Geographic	156,282	1.8
5	Sports Illustrated	117,078	16.0
6	Newsweek	88,414	−0.7
7	Better Homes and Gardens	71,538	3.6
8	U.S.News & World Report	68,209	0.7
9	McCall's	66,210	26.6
10	Ladies' Home Journal	56,054	7.6
11	Consumer Reports	55,558	28.1
12	Playboy	49,604	7.2
13	People Weekly	48,566	23.2
14	Good Housekeeping	42,141	−7.3
15	Smithsonian	39,561	8.8
16	Southern Living	38,168	13.6
17	Prevention	37,943	5.9
18	Money	35,808	18.5
19	Highlights for Children	30,643	8.5
20	Modern Maturity	29,349	42.1
21	Redbook	28,604	3.3
22	Guideposts	27,296	11.6
23	BusinessWeek/N.Amer.Ed.	26,920	1.1
24	Forbes	26,464	8.0
25	Fortune	25,578	8.7

Newsstand Revenue

Rank 1985	Magazine Name	1985 Newsstand Revenue ($000)	% Chg. '84/'85
1	TV Guide	264,047	11.3
2	National Enquirer	140,857	0.3
3	People Weekly	129,700	13.1
4	Penthouse	124,482	−11.8
5	Star	116,125	34.5
6	Family Circle	93,438	5.9
7	Woman's Day	89,778	2.9
8	Playboy	64,993	−7.3
9	Cosmopolitan	61,279	−0.5
10	Woman's World	48,499	ne
11	Globe	46,720	0.8
12	Good Housekeeping	41,765	−2.8
13	Glamour	35,795	14.9
14	National Examiner	29,603	17.1
15	Vogue	27,565	1.9
16	Time	22,244	3.9
17	Life	21,657	6.8
18	Mademoiselle	20,339	3.4
19	Gallery	18,978	1.0
20	Club	18,859	−8.3
21	Ladies' Home Journal	17,786	−0.9
22	Soap Opera Digest	17,136	21.3
23	Reader's Digest	17,080	2.5
24	Newsweek	16,603	−0.7
25	Muscle & Fitness	15,561	10.3

Average Circulation

Rank 1985	Magazine Name	1985 Average Circulation	% Chg. '84/'85
1	Parade	27,920,000	17.8
2	Reader's Digest	17,770,915	−0.9
3	TV Guide	17,031,879	−1.2
4	USA Weekend	13,110,893	2.0
5	Modern Maturity	12,228,659	18.4
6	National Geographic	10,418,833	1.8
7	Better Homes and Gardens	8,042,230	0.1
8	Family Circle	6,680,863	−4.1
9	Woman's Day	6,367,387	−4.6
10	McCall's	6,272,442	0.1
11	Cable Guide	5,389,446	ne
12	Good Housekeeping	5,180,142	−1.2
13	Ladies' Home Journal	5,137,601	0.9
14	Time	4,649,814	0.5
15	National Enquirer	4,534,051	−1.7
16	Guideposts	4,235,122	1.5
17	Redbook	4,149,433	4.4
18	Playboy	4,131,325	−1.9
19	Consumer Reports	3,618,553	15.1
20	Star	3,429,855	0.7
21	Penthouse	3,090,869	−11.3
22	Newsweek	3,058,246	1.1
23	Cosmopolitan	2,921,450	0.5
24	People Weekly	2,901,197	4.8
25	Prevention	2,897,485	−1.0

Net Chg. in Avg. Circulation

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Circulation
1	Parade	4,228,801	27,920,000
2	Modern Maturity	1,899,540	12,228,659
3	Consumer Reports	474,631	3,618,553
4	Gourmet	417,782	1,077,234
5	USA Weekend	260,005	13,110,893
6	Country Living	190,687	1,442,557
7	National Geographic	189,181	10,418,833
8	Redbook	174,963	4,149,433
9	Money	167,493	1,661,188
10	Rolling Stone	165,227	990,938
11	New Woman	144,191	1,156,344
12	Highlights for Children	137,500	1,751,000
13	People Weekly	133,092	2,901,197
14	Family	126,788	528,585
15	Sesame Street	122,565	1,179,647
16	Smithsonian	122,504	2,206,871
17	Home	119,928	698,716
18	Sports Illustrated	114,168	2,782,872
19	PC Magazine	105,921	266,618
20	Essence	100,565	800,960
21	Vanity Fair	99,313	372,855
22	50 Plus	99,001	414,165
23	American Health	98,813	787,468
24	National Examiner	86,570	1,070,231
25	Inc.	81,861	608,156

Figures are FOLIO estimates for the calendar year 1985.

ne = not estimated

TOP 25 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Reader's Digest	16,822,048	– 1.1
2	Modern Maturity	12,228,659	18.4
3	National Geographic	10,418,833	1.8
4	TV Guide	8,568,850	– 0.6
5	Better Homes and Gardens	7,460,602	– 0.4
6	McCall's	5,578,791	1.3
7	Time	4,430,445	0.7
8	Guideposts	4,235,122	1.5
9	Ladies' Home Journal	4,149,511	1.4
10	Consumer Reports	3,472,392	16.1
11	Redbook	3,415,542	3.0
12	Good Housekeeping	3,395,315	– 0.3
13	Newsweek	2,890,204	1.6
14	Prevention	2,736,070	– 2.1
15	Sports Illustrated	2,669,737	4.4
16	American Legion	2,555,995	2.1
17	Playboy	2,504,869	5.9
18	Smithsonian	2,197,806	5.8
19	Southern Living	2,151,682	2.0
20	U.S.News & World Report	2,024,162	– 0.5
21	VFW	1,865,743	0.8
22	Field & Stream	1,860,530	0.2
23	Highlights for Children	1,751,000	8.5
24	Workbasket	1,718,655	– 2.1
25	Parents	1,620,153	1.5

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Modern Maturity	1,899,540	12,228,659
2	Consumer Reports	480,678	3,472,392
3	Gourmet	415,373	946,978
4	People Weekly	205,540	1,216,995
5	National Geographic	189,181	10,418,833
6	New Woman	151,465	536,069
7	Money	150,491	1,355,448
8	Country Living	144,604	956,128
9	Rolling Stone	143,720	703,146
10	Playboy	139,377	2,504,869
11	Highlights for Children	137,500	1,751,000
12	Family Circle	136,428	363,212
13	PC Magazine	128,369	236,060
14	Sesame Street	127,913	926,743
15	Smithsonian	120,927	2,197,806
16	Sports Illustrated	111,366	2,669,737
17	Essence	103,482	594,706
18	Redbook	100,809	3,415,542
19	50 Plus	99,001	414,165
20	Home	94,907	590,380
21	American Health	90,644	718,408
22	Inc.	87,358	580,158
23	Vanity Fair	81,292	302,593
24	Endless Vacation	80,808	459,856
25	PC World	74,053	223,028

Average Newsstand Circulation

Rank 1985	Magazine Name	1985 Average Newsstand Circ.	% Chg. '84/'85
1	TV Guide	8,463,030	– 1.7
2	Family Circle	6,317,651	– 6.2
3	Woman's Day	6,304,627	– 4.6
4	National Enquirer	4,088,729	– 1.6
5	Star	3,270,194	0.4
6	Penthouse	2,865,610	– 12.8
7	Cosmopolitan	2,618,771	– 0.5
8	Good Housekeeping	1,784,827	– 2.8
9	People Weekly	1,684,202	– 4.1
10	Globe	1,663,826	– 6.7
11	Playboy	1,626,456	– 11.8
12	Glamour	1,529,720	3.1
13	Woman's World	1,326,202	ne
14	National Examiner	1,054,237	8.4
15	Ladies' Home Journal	988,090	– 0.9
16	Reader's Digest	948,867	2.5
17	Mademoiselle	869,205	2.3
18	Vogue	755,607	1.9
19	Redbook	733,891	11.2
20	McCall's	693,651	– 8.8
21	Life	648,227	6.8
22	New Woman	620,276	– 1.2
23	Self	595,136	8.8
24	Better Homes and Gardens	581,628	7.2
25	Seventeen	516,793	1.7

Net Chg. in Avg. News. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. News. Circ.
1	National Examiner	81,580	1,054,237
2	Redbook	74,154	733,891
3	Self	48,229	595,136
4	Country Living	46,083	486,429
5	Glamour	45,716	1,529,720
6	Life	41,435	648,227
7	Better Homes and Gardens	39,294	581,628
8	Shape	31,710	400,150
9	Prevention	27,175	161,415
10	Home	25,021	108,336
11	Reader's Digest	23,367	948,867
12	Rolling Stone	21,508	287,793
13	Mademoiselle	19,731	869,205
14	Muscle & Fitness	18,651	385,946
15	Vanity Fair	18,022	70,263
16	Road & Track	17,872	282,739
17	Money	17,002	305,740
18	'Teen	15,838	292,776
19	Inside Sports	14,707	150,700
20	M The Civilized Man	14,447	52,249
21	Star	14,271	3,270,194
22	Vogue	13,859	755,607
23	Soldier of Fortune	13,548	148,074
24	Food & Wine	13,468	30,871
25	Southern Living	10,332	156,374

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Total Annual Circulation

Rank 1985	Magazine Name	1985 Total Annual Circ.	Freq.
1	Parade	1,451,840,000	52
2	TV Guide	885,657,708	52
3	USA Weekend	681,766,436	52
4	Time	241,790,302	52
5	National Enquirer	240,304,703	53
6	Reader's Digest	213,250,974	12
7	Star	181,782,315	53
8	Newsweek	159,028,766	52
9	People Weekly	147,961,047	51
10	Sports Illustrated	147,492,216	53
11	National Geographic	125,025,996	12
12	Family Circle	113,574,671	17
13	New York Times Magazine	107,068,010	67
14	U.S.News & World Report	105,941,127	51
15	Woman's Day	101,878,192	16
16	Better Homes and Gardens	96,506,754	12
17	Globe	89,939,200	52
18	McCall's	75,269,304	12
19	Modern Maturity	73,371,954	6
20	L.A. Times Magazine	71,935,452	54
21	Woman's World	70,288,706	53
22	Sunday-Chicago Trib. Mag.	66,439,485	57
23	Cable Guide	64,673,346	12
24	Good Housekeeping	62,161,704	12
25	Ladies' Home Journal	61,651,206	12

Total Annual Newsstand Sales

Rank 1985	Magazine Name	1985 Total Annual Newsstand Sales	Freq.
1	TV Guide	440,077,534	52
2	National Enquirer	216,702,637	53
3	Star	173,320,256	[illegible]
4	Family Circle	107,400,067	[illegible]
5	Woman's Day	100,874,032	1[illegible]
6	Globe	86,518,952	52
7	People Weekly	85,894,302	51
8	Woman's World	70,288,706	53
9	National Examiner	54,820,298	52
10	Penthouse	34,387,314	1[illegible]
11	Cosmopolitan	31,425,252	[illegible]
12	Good Housekeeping	21,417,924	12
13	Playboy	19,517,466	12
14	Glamour	18,356,640	12
15	Soap Opera Digest	11,900,304	27
16	Ladies' Home Journal	11,857,074	12
17	Time	11,407,162	52
18	Reader's Digest	11,386,398	12
19	Mademoiselle	10,430,454	12
20	Us	10,089,300	25
21	Vogue	9,067,284	12
22	Redbook	8,806,686	12
23	Newsweek	8,738,158	52
24	Life	8,426,951	13
25	Jet	8,348,262	52

Total Revenue (Monthlies)

Rank 1985	Magazine Name	1985 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '84/'85
1	Reader's Digest	316,027	0.2
2	Good Housekeeping	226,282	2.0
3	Better Homes and Gardens	205,548	0.3
4	National Geographic	188,205	2.6
5	Playboy	172,332	0.6
6	Cosmopolitan	167,465	3.6
7	McCall's	159,545	12.1
8	Penthouse	152,411	−9.9
9	Ladies' Home Journal	150,858	10.4
10	Glamour	121,997	10.5
11	Money	107,619	11.8
12	Vogue	107,434	5.3
13	Southern Living	100,633	10.7
14	Redbook	98,993	6.8
15	Smithsonian	76,265	13.4
16	Sunset	62,923	8.1
17	Ebony	61,642	12.2
18	Seventeen	60,286	4.6
19	Parents	59,735	14.7
20	Consumer Reports	59,312	26.6
21	Mademoiselle	59,096	0.1
22	Field & Stream	57,626	6.2
23	Prevention	55,898	2.0
24	Golf Digest	54,342	11.5
25	Architectural Digest	52,084	2.3

Advertising Revenue (Monthlies)

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Good Housekeeping	142,376	6.8
2	Better Homes and Gardens	123,262	−2.3
3	Reader's Digest	110,558	−1.2
4	Cosmopolitan	100,757	5.9
5	McCall's	80,849	6.0
6	Ladies' Home Journal	77,019	15.8
7	Glamour	76,571	8.4
8	Vogue	71,509	6.2
9	Money	62,271	9.0
10	Southern Living	57,774	8.3
11	Playboy	57,735	5.0
12	Redbook	57,179	7.7
13	Sunset	47,979	11.4
14	Ebony	38,241	17.6
15	Parents	38,003	22.5
16	Smithsonian	36,433	18.6
17	Field & Stream	36,244	5.4
18	Golf Digest	35,659	8.3
19	Car and Driver	34,801	26.6
20	Mademoiselle	34,147	−4.5
21	Seventeen	34,146	5.9
22	Inc.	32,068	−8.4
23	Esquire	32,003	7.1
24	National Geographic	31,922	6.4
25	Harper's Bazaar	31,105	0.0

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '84/'85	Total Rev. ($000)
1	Success!	49.3	8,133
2	Gourmet	44.0	37,427
3	Modern Maturity	38.6	55,452
4	Connoisseur	37.7	11,710
5	American Health	37.4	17,970
6	50 Plus	35.0	9,067
7	Vanity Fair	34.4	11,372
8	Rolling Stone	31.1	54,816
9	Financial World	30.2	8,285
10	Food & Wine	28.7	18,435

Division One

(Over $30 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Gourmet	44.0	37,427
2	Modern Maturity	38.6	55,452
3	Rolling Stone	31.1	54,816
4	Consumer Reports	26.6	59,321
5	Parade	26.1	198,390
6	New Woman	22.8	31,163
7	Car and Driver	22.8	50,517
8	Country Living	22.4	46,051
9	Motor Trend	20.3	33,504
10	Road & Track	18.9	43,302

Division Two

($15 - $30 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	American Health	37.4	17,970
2	Food & Wine	28.7	18,435
3	Home	26.5	18,989
4	Boating	18.7	17,822
5	Signature	18.1	21,938
6	Economist/U.S.Ed.	17.8	21,319
7	Essence	16.7	25,078
8	Endless Vacation	16.2	17,880
9	Working Mother	15.2	19,989
10	Shape	15.0	16,029

Division Three

($10 - $15 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Connoisseur	37.7	11,710
2	Vanity Fair	34.4	11,372
3	4-Wheel & Off-Road	25.5	11,490
4	Crain's Chicago Business	25.1	11,522
5	Practical Homeowner	23.4	13,747
6	Consumers Digest	20.8	13,098
7	Audio	20.2	11,208
8	Video	17.7	11,146
9	Video Review	15.8	13,234
10	American Baby	14.8	12,446

Division Four

($6 - $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Success!	49.3	8,133
2	50 Plus	35.0	9,067
3	Financial World	30.2	8,285
4	Sky	21.2	9,533
5	Inside Sports	20.2	7,736
6	Four Wheeler	19.6	7,616
7	Outside	19.3	8,367
8	Homeowner	18.1	8,652
9	Boston Magazine	17.8	9,901
10	Southern Accents	16.9	7,175

Division Five

(Less than $6 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Model Railroader	9.8	5,765
2	TWA Ambassador	8.0	5,508
3	Family	7.5	5,285
4	Shooting Times	5.9	5,267
5	Americana	5.4	5,679
6	American Artist	5.3	5,541
7	Texas Homes	4.8	5,340
8	Motorcyclist	4.0	5,396
9	Christianity Today	2.6	5,556
10	Pan Am Clipper	2.6	5,719

9

Figures are Folio estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	American Health	67.4	8,329
3	Connoisseur	57.9	7,291
4	Vanity Fair	52.7	6,165
5	Circus Magazine	50.5	2,608
6	Financial World	44.5	4,441
7	New Woman	44.0	10,047
8	Inside Sports	42.8	1,562
9	50 Plus	40.2	3,985
10	Modern Maturity	35.0	26,103

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Maturity	35.0	26,103
2	Rolling Stone	31.3	29,473
3	Car and Driver	26.6	34,801
4	Parade	26.1	198,390
5	Parents	22.5	38,003
6	Road & Track	20.7	29,864
7	Smithsonian	18.6	36,433
8	Ebony	17.6	38,241
9	Ladies' Home Journal	15.8	77,019
10	Life	14.0	39,856

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	New Woman	44.0	10,047
2	Gourmet	33.4	18,568
3	Country Living	33.2	21,243
4	Crain's Chicago Business	27.9	10,039
5	Motor Trend	24.6	23,254
6	Boating	24.1	13,856
7	Economist/U.S.Ed.	22.5	13,484
8	Working Mother	20.8	13,303
9	1,001 Home Ideas	19.6	10,665
10	Jet	19.3	12,353

Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	American Health	67.4	8,329
2	Connoisseur	57.9	7,291
3	Vanity Fair	52.7	6,165
4	Food & Wine	34.4	7,765
5	Practical Homeowner	32.6	5,921
6	4-Wheel & Off-Road	30.7	5,544
7	Home	30.2	9,508
8	Video	24.0	6,779
9	Audio	23.1	8,671
10	Sky	21.2	9,533

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	Financial World	44.5	4,441
3	50 Plus	40.2	3,985
4	Four Wheeler	31.0	3,264
5	Shape	27.3	4,048
6	Outside	25.4	4,655
7	Harvard Business Review	22.2	3,455
8	Success!	20.1	3,445
9	Southern Accents	18.9	3,233
10	American Legion	14.8	3,859

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Circus Magazine	50.5	2,608
2	Inside Sports	42.8	1,562
3	Audubon	20.0	1,800
4	Muscle & Fitness	19.1	2,501
5	Crafts Magazine	17.0	2,613
6	Model Railroader	16.3	1,706
7	Gallery	15.1	578
8	Homeowner	12.7	2,084
9	Shooting Times	11.6	1,568
10	Endless Vacation	10.5	231

Figures are Folio estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '84/'85	Sub Rev. ($000)
1	PC Magazine	126.0	5,668
2	Gourmet	73.2	15,607
3	Family Circle	70.0	5,257
4	National Examiner	52.5	213
5	Circus Magazine	50.1	663
6	Modern Maturity	42.1	29,349
7	Venture	39.9	3,866
8	M The Civilized Man	39.4	1,583
9	Compute!'s Gazette	38.9	3,840
10	Success!	38.3	3,809

Division One

(Over 2 mil. avg. sub. circ.)		% Chg. '84/'85	Sub Rev. ($000)
1	Modern Maturity	42.1	29,349
2	Consumer Reports	28.1	55,558
3	McCall's	26.6	66,210
4	Sports Illustrated	16.0	117,078
5	Time	13.7	206,859
6	Southern Living	13.6	38,168
7	Guideposts	11.6	27,296
8	Smithsonian	8.8	39,561
9	Ladies' Home Journal	7.6	56,054
10	Playboy	7.2	49,604

Division Two

(1 - 2 mil. avg. sub. circ.)		% Chg. '84/'85	Sub Rev. ($000)
1	People Weekly	23.2	48,566
2	Golf Digest	19.8	16,318
3	Money	18.5	35,808
4	1,001 Home Ideas	16.4	20,379
5	Family Handyman	12.9	10,752
6	True Story	12.7	11,168
7	National Geo. Traveler	9.6	12,841
8	Highlights for Children	8.5	30,643
9	Popular Mechanics	7.6	12,740
10	Field & Stream	7.4	18,051

Division Three

(500,000 - 1 mil. avg. sub. circ.)		% Chg. '84/'85	Sub Rev. ($000)
1	Gourmet	73.2	15,607
2	Essence	34.0	6,008
3	New Woman	30.7	6,825
4	Signature	26.8	11,949
5	Car and Driver	26.3	8,996
6	Rolling Stone	23.8	11,461
7	Food & Wine	22.1	9,940
8	Homeowner	21.4	6,155
9	Hot Rod	21.3	5,701
10	Home	20.5	6,946

Division Four

(250,000 - 500,000 avg. sub. circ.)		% Chg. '84/'85	Sub Rev. ($000)
1	Family Circle	70.0	5,257
2	Venture	39.9	3,866
3	Success!	38.3	3,809
4	50 Plus	31.2	5,082
5	High Technology	30.4	5,604
6	Mademoiselle	27.6	4,610
7	Vanity Fair	23.3	3,520
8	Tennis	19.4	4,578
9	Family Computing	16.9	3,853
10	Endless Vacation	16.3	17,649

Division Five

(Less than 250,000 avg. sub. circ.)		% Chg. '84/'85	Sub Rev. ($000)
1	PC Magazine	126.0	5,668
2	National Examiner	52.5	213
3	Circus Magazine	50.1	663
4	M The Civilized Man	39.4	1,583
5	Compute!'s Gazette	38.9	3,840
6	Easyriders	36.8	1,406
7	InfoWorld	33.5	2,923
8	Penthouse	31.0	7,750
9	PC World	30.7	3,423
10	Compute!	28.7	4,222

Figures are Folio estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY NEWSSTAND REVENUE

Overall

(All divisions)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Nation's Business	221.2	77
2	Consumers Digest	206.9	150
3	Health	152.6	126
4	Food & Wine	79.3	730
5	W	40.6	1,672
6	M The Civilized Man	38.2	1,881
7	Rolling Stone	37.5	13,883
8	Road & Track	34.8	7,498
9	Smithsonian	34.6	272
10	Star	34.5	116,125

Division One

(Over 750,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Star	34.5	116,125
2	National Examiner	17.1	29,603
3	Glamour	14.9	35,795
4	People Weekly	13.1	129,700
5	TV Guide	11.3	264,047
6	Family Circle	5.9	93,438
7	Mademoiselle	3.4	20,339
8	Woman's Day	2.9	89,778
9	Reader's Digest	2.5	17,080
10	Vogue	1.9	27,565

Division Two

(400,000 - 750,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Soap Opera Digest	21.3	17,136
2	Redbook	11.2	13,210
3	Country Living	10.5	11,382
4	Better Homes and Gardens	10.1	10,748
5	Self	9.9	13,926
6	Shape	9.7	9,460
7	New Woman	8.4	14,291
8	Life	6.8	21,657
9	Harper's Bazaar	3.3	10,932
10	Seventeen	1.7	9,302

Division Three

(200,000 - 400,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Rolling Stone	37.5	13,883
2	Road & Track	34.8	7,498
3	Motor Trend	13.6	5,328
4	Muscle & Fitness	10.3	15,561
5	Money	6.7	9,539
6	Hot Rod	6.1	6,791
7	'Teen	5.7	5,270
8	Time	3.9	22,244
9	Ebony	3.6	5,139
10	Sesame Street	3.1	3,035

Division Four

(100,000 - 200,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Home	30.0	2,535
2	Discover	25.8	3,868
3	4-Wheel & Off-Road	21.9	4,131
4	Prevention	20.3	2,905
5	Southern Living	19.0	4,691
6	Guns & Ammo	15.6	3,548
7	Soldier of Fortune	14.4	5,615
8	Inside Sports	10.8	3,617
9	Four Wheeler	9.2	3,476
10	Consumer Reports	8.7	3,753

Division Five

(Less than 100,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Nation's Business	221.2	77
2	Consumers Digest	206.9	150
3	Health	152.6	126
4	Food & Wine	79.3	730
5	W	40.6	1,672
6	M The Civilized Man	38.2	1,881
7	Smithsonian	34.6	272
8	Success!	28.6	878
9	1,001 Home Ideas	28.0	954
10	Skin Diver	26.8	893

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '84/'85	Ad Pages
1	Consumers Digest	104.9	209
2	American Health	38.0	559
3	Financial World	33.3	604
4	Vanity Fair	28.5	431
5	Circus Magazine	25.8	605
6	Food & Wine	24.6	631
7	Audubon	22.3	214
8	Gallery	21.7	140
9	AmericanWay	21.0	1,485
10	Connoisseur	20.6	847

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Car and Driver	12.9	1,224
2	Parents	12.8	1,131
3	Modern Maturity	9.4	276
4	Ebony	9.2	1,201
5	Rolling Stone	8.6	1,180
6	Ladies' Home Journal	7.9	1,362
7	Road & Track	7.3	1,341
8	Smithsonian	6.2	1,075
9	New York	5.6	3,151
10	Sunset	3.1	1,837

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	AmericanWay	21.0	1,485
2	New Woman	20.3	679
3	Crain's Chicago Business	19.2	1,944
4	1,001 Home Ideas	18.2	588
5	Motor Trend	16.3	894
6	Gourmet	14.8	1,142
7	Stereo Review	13.6	638
8	Modern Bride	8.2	1,719
9	House & Garden	5.9	1,160
10	Country Living	5.6	841

Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	American Health	38.0	559
2	Vanity Fair	28.5	431
3	Food & Wine	24.6	631
4	Connoisseur	20.6	847
5	Us	14.8	515
6	Cycle	13.7	597
7	Bassmaster Magazine	11.6	518
8	Audio	10.0	1,038
9	4-Wheel & Off-Road	9.8	976
10	Globe	9.7	1,020

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Consumers Digest	104.9	209
2	Financial World	33.3	604
3	VFW	14.3	327
4	Outside	12.9	587
5	Southern Accents	11.6	540
6	American Legion	10.5	306
7	Harvard Business Review	10.2	411
8	National Examiner	9.0	510
9	Four Wheeler	7.6	1,054
10	Petersen's Hunting	7.4	574

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Circus Magazine	25.8	605
2	Audubon	22.3	214
3	Gallery	21.7	140
4	Inside Sports	16.1	343
5	Soldier of Fortune	13.7	510
6	Homeowner	8.6	282
7	Endless Vacation	7.3	51
8	Grit	6.6	389
9	Popular Hot Rodding	5.4	549
10	Playgirl	4.9	416

Figures are Folio estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Circ.
1	PC Magazine	65.9	266,618
2	Gourmet	63.4	1,077,234
3	Vanity Fair	36.3	372,855
4	M The Civilized Man	33.2	133,867
5	Family	31.6	528,585
6	50 Plus	31.4	414,165
7	InfoWorld	26.6	148,904
8	PC World	21.8	283,846
9	Inside Sports	21.3	348,810
10	Endless Vacation	21.3	459,856

Division One

(Over 2 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Modern Maturity	18.4	12,228,659
2	Parade	17.8	27,920,000
3	Consumer Reports	15.1	3,618,553
4	Smithsonian	5.9	2,206,871
5	People Weekly	4.8	2,901,197
6	Redbook	4.4	4,149,433
7	Sports Illustrated	4.3	2,782,872
8	Southern Living	2.3	2,308,055
9	American Legion	2.1	2,555,995
10	USA Weekend	2.0	13,110,893

Division Two

(1 - 2 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Gourmet	63.4	1,077,234
2	Country Living	15.2	1,442,557
3	New Woman	14.2	1,156,344
4	Sesame Street	11.6	1,179,647
5	Money	11.2	1,661,188
6	National Examiner	8.8	1,070,231
7	Highlights For Children	8.5	1,751,000
8	National Geo. Traveler	7.7	1,009,074
9	Life	5.5	1,566,697
10	'Teen	3.7	1,039,437

Division Three

(500,000 - 1 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Family	31.6	528,585
2	Home	20.7	698,716
3	Rolling Stone	20.0	990,938
4	Inc.	15.6	608,156
5	Essence	14.4	800,960
6	American Health	14.3	787,468
7	Food & Wine	10.7	608,589
8	House & Garden	9.4	616,447
9	Shape	8.8	532,987
10	Sporting News	7.2	712,855

Division Four

(250,000 - 500,000 avg. circ.)		% Chg. '84/'85	Average Circ.
1	PC Magazine	65.9	266,618
2	Vanity Fair	36.3	372,855
3	50 Plus	31.4	414,165
4	PC World	21.8	283,846
5	Inside Sports	21.3	348,810
6	Endless Vacation	21.3	459,856
7	Success!	19.6	350,897
8	Connoisseur	16.0	271,788
9	Family Computing	15.3	402,760
10	Video	15.0	321,196

Division Five

(Less than 250,000 avg. circ.)		% Chg. '84/'85	Average Circ.
1	M The Civilized Man	33.2	133,867
2	InfoWorld	26.6	148,904
3	Financial World	18.1	136,469
4	Southern Accents	16.2	206,562
5	AutoWeek	10.3	157,947
6	Boston Magazine	10.2	131,498
7	Four Wheeler	8.6	204,035
8	Soldier of Fortune	7.5	179,282
9	Philadelphia Magazine	5.6	153,076
10	San Diego Magazine	5.3	60,097

Figures are Folio estimates for the calendar year 1985.

CONSUMER MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1985	Market Name	1985 Total Rev. ($000)
1	Newsmagazines	2,717,645
2	General Interest	2,684,570
3	Women's Service	1,527,305
4	Affluence 1	1,351,045
5	Business & Financial	807,349
6	Home	786,289
7	Sports	714,604
8	Women's Lifestyles	688,539
9	Affluence 2	498,463
10	Men's Lifestyles	475,304
11	Women-in-Business	474,554
12	Sunday Magazines	450,875
13	City & Regional	391,557
14	Women's Fashion	361,236
15	Personal Finance & Mgmt.	261,561
16	Lifestyles	255,661
17	Affluence 3	247,315
18	Automotive	242,813
19	Computing	209,433
20	Outdoor	202,156
21	Men's Service	185,170
22	Science & Nature	182,513
23	Youth & Teen	174,392
24	Health & Fitness	143,432
25	Black	138,941
26	Travel	132,200
27	Home Entertainment	101,499
28	Culinary	99,027
29	Maturity	71,711
30	Inflight	61,333
31	Bridal	57,653

Advertising Revenue

Rank 1985	Market Name	1985 Ad Rev. ($000)
1	Newsmagazines	1,506,136
2	General Interest	1,051,689
3	Affluence 1	844,989
4	Women's Service	835,402
5	Business & Financial	596,067
6	Sunday Magazines	450,875
7	Sports	437,820
8	Home	432,583
9	Women's Lifestyles	340,511
10	Affluence 2	328,290
11	Women-in-Business	283,222
12	City & Regional	267,691
13	Women's Fashion	233,802
14	Affluence 3	186,651
15	Men's Lifestyles	152,181
16	Automotive	144,522
17	Computing	138,700
18	Lifestyles	132,563
19	Personal Finance & Mgmt.	105,282
20	Outdoor	99,738
21	Men's Service	92,638
22	Black	75,578
23	Science & Nature	65,517
24	Home Entertainment	64,179
25	Inflight	61,333
26	Travel	53,323
27	Youth & Teen	53,215
28	Culinary	52,665
29	Bridal	43,611
30	Health & Fitness	41,446
31	Maturity	33,232

Advertising Pages

Rank 1985	Market Name	1985 Pages
1	Affluence 3	31,007
2	City & Regional	30,088
3	Business & Financial	27,867
4	Affluence I	27,438
5	General Interest	26,827
6	Sports	22,846
7	Affluence 2	21,621
8	Lifestyles	20,823
9	Computing	19,454
10	Home	18,270
11	Newsmagazines	18,019
12	Women's Service	16,443
13	Women's Lifestyles	15,924
14	Automotive	11,274
15	Sunday Magazines	10,811
16	Women's Fashion	9,951
17	Women-in-Business	8,753
18	Outdoor	6,863
19	Men's Lifestyles	6,360
20	Inflight	6,007
21	Home Entertainment	5,808
22	Personal Finance & Mgmt.	5,100
23	Men's Service	5,001
24	Science & Nature	4,506
25	Health & Fitness	4,209
26	Black	3,902
27	Bridal	3,533
28	Youth & Teen	3,227
29	Culinary	2,887
30	Travel	2,847
31	Maturity	991

Average Circulation

Rank 1985	Market Name	1985 Avg. Circ.
1	General Interest	72,998,699
2	Women's Service	52,085,174
3	Sunday Magazines	45,927,712
4	Newsmagazines	33,214,140
5	Affluence 1	32,751,858
6	Home	27,210,944
7	Women's Lifestyles	17,889,483
8	Maturity	14,508,567
9	Women-in-Business	11,790,776
10	Sports	11,420,250
11	Men's Lifestyles	10,273,839
12	Youth & Teen	9,638,072
13	Men's Service	9,051,243
14	Outdoor	8,901,311
15	Home Entertainment	8,899,864
16	Affluence 2	8,712,738
17	Personal Finance & Mgmt.	8,693,536
18	Business & Financial	8,686,294
19	City & Regional	7,698,986
20	Lifestyles	7,521,344
21	Travel	7,147,552
22	Science & Nature	6,595,714
23	Health & Fitness	6,565,884
24	Automotive	5,924,474
25	Women's Fashion	5,654,475
26	Affluence 3	3,749,459
27	Black	3,586,875
28	Computing	3,202,228
29	Culinary	2,990,380
30	Inflight	1,687,693
31	Bridal	705,919

Figures are FOLIO estimates for the calendar year 1985.

CONSUMER MARKET PERFORMANCE SUMMARIES

Subscription Revenue

Rank 1985	Market Name	1985 Sub. Rev. ($000)
1	General Interest	801,756
2	Newsmagazines	756,640
3	Affluence 1	462,692
4	Women's Service	335,595
5	Home	288,092
6	Sports	213,304
7	Business & Financial	183,202
8	Affluence 2	141,795
9	Personal Finance & Mgmt.	132,143
10	Women's Lifestyles	110,286
11	City & Regional	102,335
12	Youth & Teen	94,102
13	Science & Nature	91,272
14	Lifestyles	84,893
15	Outdoor	83,906
16	Travel	78,409
17	Men's Lifestyles	78,207
18	Men's Service	76,050
19	Health & Fitness	69,907
20	Women-in-Business	65,337
21	Affluence 3	46,898
22	Black	43,794
23	Automotive	42,367
24	Computing	41,797
25	Culinary	38,878
26	Maturity	38,480
27	Women's Fashion	31,133
28	Home Entertainment	27,755
29	Bridal	856
30	Inflight	0
31	Sunday Magazines	0

Newsstand Revenue

Rank 1985	Market Name	1985 News. Rev. ($000)
1	General Interest	831,129
2	Newsmagazines	454,867
3	Women's Service	356,315
4	Men's Lifestyles	244,915
5	Women's Lifestyles	237,741
6	Women-in-Business	125,995
7	Women's Fashion	96,303
8	Home	65,618
9	Sports	63,481
10	Automotive	55,925
11	Affluence 1	43,361
12	Lifestyles	38,210
13	Health & Fitness	32,078
14	Computing	28,936
15	Affluence 2	28,381
16	Business & Financial	28,079
17	Youth & Teen	27,075
18	Science & Nature	25,724
19	Personal Finance & Mgmt.	24,132
20	City & Regional	21,532
21	Black	19,572
22	Outdoor	18,511
23	Men's Service	16,483
24	Affluence 3	13,765
25	Bridal	13,186
26	Home Entertainment	9,562
27	Culinary	7,483
28	Travel	469
29	Inflight	0
30	Maturity	0
31	Sunday Magazines	0

Average Subscription Circulation

Rank 1985	Market Name	1985 Avg. Sub. Circ.
1	General Interest	49,336,866
2	Women's Service	31,127,043
3	Affluence 1	29,622,596
4	Home	24,349,409
5	Newsmagazines	22,458,239
6	Maturity	14,508,567
7	Sports	9,610,812
8	Men's Service	8,165,531
9	Youth & Teen	8,145,184
10	Outdoor	8,082,129
11	Personal Finance & Mgmt.	7,988,949
12	Women's Lifestyles	7,941,320
13	Business & Financial	7,453,831
14	Travel	7,131,137
15	City & Regional	6,927,698
16	Affluence 2	6,585,097
17	Lifestyles	6,291,936
18	Women-in-Business	6,232,927
19	Science & Nature	5,659,478
20	Health & Fitness	5,395,902
21	Men's Lifestyles	4,122,539
22	Automotive	3,721,526
23	Home Entertainment	3,158,530
24	Black	2,980,132
25	Culinary	2,686,205
26	Computing	2,473,962
27	Affluence 3	2,386,811
28	Women's Fashion	2,027,458
29	Bridal	77,993
30	Inflight	0
31	Sunday Magazines	0

Average Newsstand Circulation

Rank 1985	Market Name	1985 Avg. News. Circ.
1	General Interest	23,661,840
2	Women's Service	20,110,024
3	Newsmagazines	10,755,903
4	Women's Lifestyles	8,571,471
5	Men's Lifestyles	6,151,301
6	Women-in-Business	5,557,849
7	Women's Fashion	3,627,019
8	Home	2,861,547
9	Automotive	2,202,953
10	Sports	1,809,444
11	Affluence 1	1,531,234
12	Youth & Teen	1,492,888
13	Health & Fitness	1,229,412
14	Lifestyles	1,169,982
15	Science & Nature	936,239
16	Men's Service	885,716
17	Outdoor	819,186
18	City & Regional	765,351
19	Affluence 2	746,541
20	Computing	728,267
21	Personal Finance & Mgmt.	694,588
22	Bridal	627,927
23	Black	606,745
24	Business & Financial	585,414
25	Affluence 3	414,958
26	Home Entertainment	351,891
27	Culinary	304,175
28	Travel	16,415
29	Inflight	0
30	Maturity	0
31	Sunday Magazines	0

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 1

(Over 650,000 avg. circulation)

Ad Pages

1	New York Times Magazine	4,360
2	BusinessWeek/N.Amer.Ed.	4,214
3	Forbes	3,711
4	Fortune	3,273
5	Money	1,461
6	Travel & Leisure	1,269
7	Gourmet	1,142
8	Bon Appetit	1,114
9	Smithsonian	1,075
10	Golf Digest	1,066
11	House Beautiful	973
12	Golf Magazine	739
13	Signature	673
14	Home	587
15	Changing Times	492
16	Nation's Business	421
17	National Geographic	280
18	Country Home	205
19	Dial	158
20	National Geo. Traveler	155
21	Adventure Road	70
	Total	**27,438**

% Chg. Ad Pages

1985 vs. 1984		%
1	Gourmet	14.8
2	Smithsonian	6.2
3	Bon Appetit	−0.2
4	National Geographic	−0.7
5	Signature	−1.3
6	Nation's Business	−1.3
7	Golf Digest	−1.9
8	Travel & Leisure	−2.7
9	Forbes	−3.2
10	Home	−3.7
11	Money	−3.8
12	Fortune	−6.1
13	New York Times Magazine	−7.5
14	Changing Times	−8.1
15	Golf Magazine	−8.9
16	House Beautiful	−14.6
17	BusinessWeek/N.Amer.Ed.	−15.2
18	National Geo. Traveler	−26.9
19	Country Home	ne
20	Dial	ne
21	Adventure Road	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Gourmet	147
2	Smithsonian	63
3	National Geographic	−2
4	Bon Appetit	−2
5	Nation's Business	−6
6	Signature	−9
7	Golf Digest	−21
8	Home	−23
9	Travel & Leisure	−35
10	Changing Times	−43
11	Money	−57
12	National Geo. Traveler	−57
13	Golf Magazine	−72
14	Forbes	−123
15	House Beautiful	−166
16	Fortune	−213
17	New York Times Magazine	−356
18	BusinessWeek/N.Amer.Ed.	−758
19	Dial	ne
20	Country Home	ne
21	Adventure Road	ne
	Total	**−1,733**

Avg. Ad Pages/Copy

1	Forbes	128
2	Fortune	126
3	Money	122
4	Travel & Leisure	106
5	Gourmet	95
6	Bon Appetit	93
7	Smithsonian	90
8	Golf Digest	89
9	BusinessWeek/N.Amer.Ed.	83
10	House Beautiful	81
11	New York Times Magazine	65
12	Golf Magazine	62
13	Signature	56
14	Home	49
15	Changing Times	41
16	National Geo. Traveler	39
17	Nation's Business	35
18	Country Home	34
19	National Geographic	23
20	Dial	13
21	Adventure Road	12

Ad Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	169,100
2	Forbes	115,826
3	Fortune	115,743
4	New York Times Magazine	109,609
5	Money	62,271
6	Smithsonian	36,433
7	Golf Digest	35,659
8	National Geographic	31,922
9	Travel & Leisure	30,184
10	Bon Appetit	26,332
11	House Beautiful	24,192
12	Gourmet	18,568
13	Golf Magazine	16,863
14	Changing Times	12,201
15	Nation's Business	10,004
16	Signature	9,989
17	Home	9,508
18	Country Home	3,777
19	National Geo. Traveler	3,678
20	Dial	2,530
21	Adventure Road	600
	Total	**844,989**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Gourmet	33.4
2	Home	30.2
3	Smithsonian	18.6
4	Nation's Business	11.5
5	Travel & Leisure	9.7
6	Bon Appetit	9.3
7	Signature	9.1
8	Money	9.0
9	Golf Digest	8.3
10	National Geographic	6.4
11	Forbes	5.6
12	Fortune	3.6
13	National Geo. Traveler	2.1
14	Golf Magazine	2.0
15	New York Times Magazine	−1.3
16	Changing Times	−4.7
17	House Beautiful	−7.2
18	BusinessWeek/N.Amer.Ed.	−8.5
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Forbes	6,113
2	Smithsonian	5,707
3	Money	5,130
4	Gourmet	4,653
5	Fortune	4,064
6	Golf Digest	2,736
7	Travel & Leisure	2,656
8	Bon Appetit	2,231
9	Home	2,207
10	National Geographic	1,928
11	Nation's Business	1,035
12	Signature	829
13	Golf Magazine	338
14	National Geo. Traveler	75
15	Changing Times	−601
16	New York Times Magazine	−1,428
17	House Beautiful	−1,874
18	BusinessWeek/N.Amer.Ed.	−15,682
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne
	Total	**20,117**

Avg. Edit. Pages/Copy

1	National Geographic	147
2	National Geo. Traveler	145
3	Gourmet	105
4	Forbes	103
5	Smithsonian	103
6	Country Home	95
7	Travel & Leisure	94
8	House Beautiful	88
9	Golf Digest	79
10	Home	78
11	Bon Appetit	73
12	BusinessWeek/N.Amer.Ed.	71
13	Signature	71
14	Golf Magazine	59
15	Changing Times	53
16	Nation's Business	49
17	New York Times Magazine	37
18	Dial	27
19	Adventure Road	22
20	Money	ne
21	Fortune	ne

▶

ne = not estimated

MAGAZINE PROFILES

Adventure Road

Citicorp Publishing
200 East Randolph Drive
Chicago, IL 60601
(312) 856-2583
Year founded: 1964
Published: Bimonthly

Editorial Description: Adventure Road concerns recreational, travel and motoring interests. Articles cover a variety of topics, highlighting diverse geographical areas and the activities that may be enjoyed in each. Topics include motoring advice: auto maintenance tips; travel ideas and services; vacation planning; products for travel and photography.

Member: ABC

Primary SRDS Classification No. C-46

Bon Appetit

Bon Appetit Publishing Corporation
140 East 45th Street
New York, NY 10017
(212) 687-1255
Year founded: 1974
Published: Monthly

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. C-18

BusinessWeek

(North American Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Year founded: 1929
Published: 51x per year

Editorial Description: BusinessWeek is published for management. Each week it reports the news,

▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 1

Continued

Average Circulation

1	National Geographic	10,418,833
2	Smithsonian	2,206,871
3	Money	1,661,188
4	New York Times Magazine	1,598,030
5	Adventure Road	1,556,512
6	Changing Times	1,425,751
7	Bon Appetit	1,304,557
8	Dial	1,266,674
9	Golf Digest	1,231,295
10	Gourmet	1,077,234
11	National Geo. Traveler	1,009,074
12	Travel & Leisure	985,156
13	Nation's Business	868,656
14	House Beautiful	839,701
15	Golf Magazine	804,124
16	Signature	789,782
17	BusinessWeek/N.Amer.Ed.	788,209
18	Country Home	763,304
19	Forbes	729,167
20	Fortune	729,024
21	Home	698,716
	Total	**32,751,858**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Gourmet	63.4
2	Home	20.7
3	Money	11.2
4	National Geo. Traveler	7.7
5	Smithsonian	5.9
6	Travel & Leisure	3.8
7	New York Times Magazine	3.5
8	Fortune	2.7
9	Golf Magazine	2.2
10	National Geographic	1.8
11	Changing Times	1.8
12	BusinessWeek/N.Amer.Ed	1.6
13	Golf Digest	1.6
14	Nation's Business	0.6
15	Forbes	0.4
16	Signature	0.3
17	Bon Appetit	0.3
18	House Beautiful	−3.4
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Gourmet	417,782
2	National Geographic	189,181
3	Money	167,493
4	Smithsonian	122,504
5	Home	119,928
6	National Geo. Traveler	71,820
7	New York Times Magazine	54,708
8	Travel & Leisure	35,845
9	Changing Times	25,180
10	Golf Digest	19,501
11	Fortune	19,002
12	Golf Magazine	17,686
13	BusinessWeek/N.Amer.Ed.	12,559
14	Nation's Business	5,141
15	Bon Appetit	3,420
16	Forbes	2,935
17	Signature	2,085
18	House Beautiful	−29,633
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne
	Total	**1,257,137**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Forbes	231
2	Gourmet	200
3	Travel & Leisure	199
4	Smithsonian	192
5	National Geo. Traveler	184
6	National Geographic	170
7	House Beautiful	169
8	Golf Digest	168
9	Bon Appetit	165
10	BusinessWeek/N.Amer.Ed.	154
11	Country Home	129
12	Signature	127
13	Home	127
14	Golf Magazine	120
15	New York Times Magazine	102
16	Changing Times	94
17	Nation's Business	84
18	Dial	40
19	Adventure Road	33
20	Money	ne
21	Fortune	ne

Total Revenue

ad rev. + circ. rev.

		$000
1	BusinessWeek/N.Amer.Ed.	198,392
2	National Geographic	188,205
3	Forbes	145,460
4	Fortune	144,026
5	New York Times Magazine	109,609
6	Money	107,619
7	Smithsonian	76,265
8	Golf Digest	54,342
9	Travel & Leisure	51,746
10	Bon Appetit	43,165
11	Gourmet	37,427
12	House Beautiful	37,315
13	Changing Times	27,615
14	Golf Magazine	26,353
15	Signature	21,938
16	Nation's Business	19,968
17	Home	18,989
18	National Geo. Traveler	16,526
19	Country Home	14,485
20	Dial	6,330
21	Adventure Road	5,270
	Total	**1,351,045**

% Chg. Total Revenue

1985 vs. 1984

		%
1	Gourmet	44.0
2	Home	26.5
3	Signature	18.1
4	Smithsonian	13.4
5	Travel & Leisure	13.3
6	Money	11.8
7	Golf Digest	11.5
8	National Geo. Traveler	7.9
9	Nation's Business	6.7
10	Forbes	5.9
11	Bon Appetit	5.6
12	Fortune	4.7
13	Golf Magazine	2.7
14	National Geographic	2.6
15	New York Times Magazine	−1.3
16	Changing Times	−2.7
17	House Beautiful	−4.4
18	BusinessWeek/N.Amer.Ed.	−7.2
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne

Subscription Revenue

		$000
1	National Geographic	156,282
2	Smithsonian	39,561
3	Money	35,808
4	BusinessWeek/N.Amer.Ed.	26,920
5	Forbes	26,464
6	Fortune	25,578
7	Travel & Leisure	21,212
8	Golf Digest	16,318
9	Gourmet	15,607
10	Changing Times	14,684
11	Bon Appetit	13,331
12	National Geo. Traveler	12,841
13	Signature	11,949
14	Nation's Business	9,886
15	Golf Magazine	7,553
16	House Beautiful	7,229
17	Home	6,946
18	Country Home	6,053
19	Adventure Road	4,670
20	Dial	3,800
21	New York Times Magazine	0
	Total	**462,692**

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	Gourmet	73.2
2	Signature	26.8
3	Home	20.5
4	Golf Digest	19.8
5	Travel & Leisure	18.8
6	Money	18.5
7	National Geo. Traveler	9.6
8	House Beautiful	9.0
9	Smithsonian	8.8
10	Fortune	8.7
11	Forbes	8.0
12	Golf Magazine	4.0
13	National Geographic	1.8
14	Nation's Business	1.7
15	Bon Appetit	1.2
16	BusinessWeek/N.Amer.Ed.	1.1
17	Changing Times	−1.3
18	New York Times Magazine	n/a
19	Country Home	ne
20	Adventure Road	ne
21	Dial	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. C-8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454

Year founded: 1947
Published: Monthly

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. C-22

Better Homes & Gardens

Country Home

Meredith Corporation
1716 Locust St.
Des Moines, IA 50336
(515) 284-3000
Year founded: 1983
Published: Bimonthly

Editorial Description: Country Home is a magazine for people interested in the various aspects of the country life. Features cover country lifestyles, building and renovation, furnishings, antiques and collectibles, country gardens, crafts and country cooking.

Member: ABC

Primary SRDS Classification No. C-24

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 1

Continued

Avg. Subscription Circ.

1	National Geographic	10,418,833
2	Smithsonian	2,197,806
3	Adventure Road	1,556,512
4	Changing Times	1,391,004
5	Money	1,355,448
6	Dial	1,266,674
7	Bon Appetit	1,161,509
8	Golf Digest	1,130,229
9	National Geo. Traveler	1,008,731
10	Travel & Leisure	975,280
11	Gourmet	946,978
12	Nation's Business	865,956
13	Signature	789,782
14	BusinessWeek/N.Amer.Ed.	765,069
15	Golf Magazine	722,599
16	Fortune	697,776
17	Forbes	693,910
18	Home	590,380
19	House Beautiful	587,816
20	Country Home	500,304
21	New York Times Magazine	0
	Total	**29,622,596**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Gourmet	78.1
2	Home	19.2
3	Money	12.5
4	National Geo. Traveler	7.6
5	Smithsonian	5.8
6	Travel & Leisure	3.8
7	Fortune	2.7
8	Golf Magazine	2.7
9	National Geographic	1.8
10	Changing Times	1.8
11	BusinessWeek/N.Amer.Ed.	1.7
12	Bon Appetit	1.2
13	Golf Digest	1.2
14	Forbes	0.4
15	Nation's Business	0.4
16	Signature	0.3
17	House Beautiful	– 1.7
18	New York Times Magazine	n/a
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Gourmet	415,373
2	National Geographic	189,181
3	Money	150,491
4	Smithsonian	120,927
5	Home	94,907
6	National Geo. Traveler	71,477
7	Travel & Leisure	35,824
8	Changing Times	24,025
9	Golf Magazine	18,847
10	Fortune	18,319
11	Bon Appetit	13,584
12	Golf Digest	12,946
13	BusinessWeek/N.Amer.Ed.	12,432
14	Nation's Business	3,322
15	Forbes	2,922
16	Signature	2,085
17	House Beautiful	– 10,117
18	New York Times Magazine	n/a
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne
	Total	**1,176,545**

Newsstand Revenue

		$000
1	Money	9,539
2	House Beautiful	5,894
3	Country Home	4,655
4	Bon Appetit	3,502
5	Gourmet	3,251
6	Forbes	3,170
7	Fortune	2,705
8	Home	2,535
9	BusinessWeek/N.Amer.Ed.	2,372
10	Golf Digest	2,365
11	Golf Magazine	1,937
12	Changing Times	730
13	Travel & Leisure	350
14	Smithsonian	272
15	Nation's Business	77
16	National Geo. Traveler	7
17	Dial	0
18	National Geographic	0
19	Signature	0
20	New York Times Magazine	0
21	Adventure Road	0
	Total	**43,361**

Avg. Newsstand Circ.

1	Money	305,740
2	Country Home	263,000
3	House Beautiful	251,886
4	Bon Appetit	143,048
5	Gourmet	130,256
6	Home	108,336
7	Golf Digest	101,066
8	Golf Magazine	81,525
9	Forbes	35,258
10	Changing Times	34,747
11	Fortune	31,248
12	BusinessWeek/N.Amer.Ed.	23,140
13	Travel & Leisure	9,876
14	Smithsonian	9,065
15	Nation's Business	2,700
16	National Geo. Traveler	343
17	Dial	0
18	National Geographic	0
19	Signature	0
20	New York Times Magazine	0
21	Adventure Road	0
	Total	**1,531,234**

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Nation's Business	206.1
2	Home	30.0
3	Smithsonian	21.0
4	Golf Digest	6.9
5	Money	5.9
6	Changing Times	3.4
7	Fortune	2.2
8	Gourmet	1.9
9	BusinessWeek/N.Amer.Ed.	0.6
10	Travel & Leisure	0.2
11	Forbes	0.0
12	Golf Magazine	– 1.4
13	Bon Appetit	– 6.6
14	House Beautiful	– 7.2
15	Dial	n/a
16	Signature	n/a
17	Adventure Road	n/a
18	New York Times Magazine	n/a
19	National Geographic	n/a
20	National Geo. Traveler	ne
21	Country Home	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Home	25,021
2	Money	17,002
3	Golf Digest	6,555
4	Gourmet	2,409
5	Nation's Business	1,818
6	Smithsonian	1,576
7	Changing Times	1,155
8	Fortune	683
9	National Geo. Traveler	343
10	BusinessWeek/N.Amer.Ed.	127
11	Travel & Leisure	20
12	Forbes	14
13	Golf Magazine	– 1,162
14	Bon Appetit	– 10,164
15	House Beautiful	– 19,518
16	Dial	n/a
17	Adventure Road	n/a
18	National Geographic	n/a
19	Signature	n/a
20	New York Times Magazine	n/a
21	Country Home	ne
	Total	**25,879**

% Chg. News. Revenue

1985 vs. 1984

		%
1	Nation's Business	221.2
2	Smithsonian	34.6
3	Home	30.0
4	Travel & Leisure	16.5
5	Fortune	12.7
6	Golf Digest	8.0
7	Money	6.7
8	Gourmet	6.0
9	Golf Magazine	3.9
10	Changing Times	3.5
11	Forbes	1.0
12	BusinessWeek/N.Amer.Ed.	– 1.4
13	Bon Appetit	– 2.3
14	House Beautiful	– 7.2
15	Adventure Road	n/a
16	Dial	n/a
17	National Geographic	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	Country Home	ne
21	National Geo. Traveler	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Dial

Public Broadcasting Communications
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1980
Published: Monthly

Editorial Description: Dial, the magazine for public television, is edited for those viewers who financially support Public Television. It publishes a preview of each month's programming broken down into categories such as drama, kids, documentary, and the performing and visual arts. Dial publishes news of Public Television's people and articles relating to PBS specials and series ranging from Sesame Street to Masterpiece Theater, from Nova to The MacNeil/Lehrer NewsHour, and Great Performances. Each issue also contains programming information for thirteen separate editions in the following cities: New York, L.A., Chicago, Boston, Washington, D.C., Seattle, Dallas/Fort Worth, Portland, Tampa, Miami, Indianapolis, New Orleans and Salt Lake City.

Member: ABC
Primary SRDS Classification No. C-30B

Forbes

Forbes Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: 29X per year

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC
Primary SRDS Classification No. C-8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212

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Figures are Folio estimates for the calendar year 1985.

Year founded: 1930
Published: Biweekly

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. C-8

Golf Digest

Golf Digest, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Golf Digest is edited for golfers, from beginning to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC

Primary SRDS Classification No. C-45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1958
Published: Monthly

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. C-45

Gourmet
The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10016
(212) 371-1330
Year founded: 1941
Published: Monthly

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. C-18

HOME

Home Magazine Publishing Corp.
140 East 45th Street
2 Grand Central Towers
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Editorial Description: HOME is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, HOME's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. C-24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5082
Year founded: 1896
Published: Monthly

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advanced design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. C-24

Money

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1972
Published: Monthly

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. C-22

Nation's Business

U.S. Chamber of Commerce
1615 H St. N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1912
Published: Monthly

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC

Primary SRDS Classification No. C-8

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Editorial Description: National Geographic is a leading source of accurate, often definitive information about the world and its people. Dedicated to all aspects of man's involvement in the changing universe, it abundantly reveals the people and places of the world as well as the major technological advances that impact on our lives. First published in 1888, it has won acclaim for its journalistic integrity and photographic excellence.

Member: ABC

Primary SRDS Classification No. C-22

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.
Member: ABC
Primary SRDS Classification No. C-46

(Continued on page 88)

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 2

(300,000-649,999 avg. circulation)

Ad Pages

1	New York	3,151
2	New Yorker	2,997
3	Town & Country	1,756
4	Architectural Digest	1,572
5	House & Garden	1,160
6	Inc.	1,150
7	Eastern Review	1,143
8	United	1,125
9	Industry Week	1,077
10	Tennis	959
11	Venture	903
12	Ski	791
13	Frequent Flyer	762
14	Food & Wine	631
15	Dun's Business Month	612
16	Flying	507
17	Natural History	496
18	Vanity Fair	431
19	High Technology	347
20	Endless Vacation	51
	Total	**21,621**

% Chg. Ad Pages

	1985 vs. 1984	%
1	Vanity Fair	28.5
2	Food & Wine	24.6
3	Frequent Flyer	8.1
4	Endless Vacation	7.3
5	House & Garden	5.9
6	New York	5.6
7	Architectural Digest	−1.8
8	Natural History	−2.7
9	Tennis	−7.4
10	Town & Country	−7.7
11	Ski	−10.9
12	Flying	−11.8
13	Venture	−14.3
14	New Yorker	−15.3
15	High Technology	−15.6
16	Eastern Review	−16.7
17	United	−17.1
18	Industry Week	−19.2
19	Inc.	−23.3
20	Dun's Business Month	−25.5

Net Chg. Ad Pages

	1985 vs. 1984	
1	New York	166
2	Food & Wine	125
3	Vanity Fair	96
4	House & Garden	65
5	Frequent Flyer	57
6	Endless Vacation	3
7	Natural History	−14
8	Architectural Digest	−29
9	High Technology	−64
10	Flying	−68
11	Tennis	−77
12	Ski	−97
13	Town & Country	−147
14	Venture	−151
15	Dun's Business Month	−209
16	Eastern Review	−229
17	United	−232
18	Industry Week	−256
19	Inc.	−350
20	New Yorker	−542
	Total	**−1,953**

Avg. Ad Pages/Copy

1	Town & Country	145
2	Architectural Digest	131
3	Ski	99
4	House & Garden	97
5	Inc.	96
6	Eastern Review	95
7	United	94
8	Tennis	80
9	Venture	75
10	Frequent Flyer	64
11	New York	63
12	New Yorker	58
13	Food & Wine	53
14	Dun's Business Month	51
15	Industry Week	43
16	Flying	42
17	Natural History	41
18	Vanity Fair	36
19	High Technology	29
20	Endless Vacation	7

Ad Revenue

		$000
1	New Yorker	52,695
2	New York	38,331
3	Inc.	32,068
4	Architectural Digest	28,653
5	Town & Country	26,700
6	House & Garden	20,647
7	Industry Week	15,791
8	United	15,686
9	Tennis	15,070
10	Eastern Review	13,485
11	Venture	11,516
12	Ski	11,443
13	Dun's Business Month	8,978
14	Food & Wine	7,765
15	Flying	7,052
16	Vanity Fair	6,165
17	Frequent Flyer	6,094
18	Natural History	5,104
19	High Technology	4,816
20	Endless Vacation	231
	Total	**328,290**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Vanity Fair	52.7
2	Food & Wine	34.4
3	New York	12.3
4	Endless Vacation	10.5
5	Frequent Flyer	9.7
6	House & Garden	9.2
7	Natural History	7.3
8	Venture	6.8
9	Architectural Digest	3.3
10	Flying	3.2
11	Tennis	0.6
12	Town & Country	−1.3
13	Eastern Review	−4.7
14	Ski	−6.1
15	High Technology	−7.0
16	Industry Week	−7.7
17	Inc.	−8.4
18	United	−8.8
19	New Yorker	−12.4
20	Dun's Business Month	−16.7

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	New York	4,193
2	Vanity Fair	2,128
3	Food & Wine	1,988
4	House & Garden	1,744
5	Architectural Digest	905
6	Venture	734
7	Frequent Flyer	540
8	Natural History	348
9	Flying	218
10	Tennis	96
11	Endless Vacation	22
12	Town & Country	−349
13	High Technology	−361
14	Eastern Review	−664
15	Ski	−747
16	Industry Week	−1,322
17	United	−1,514
18	Dun's Business Month	−1,803
19	Inc.	−2,923
20	New Yorker	−7,473
	Total	**−4,240**

Avg. Edit. Pages/Copy

1	House & Garden	131
2	Architectural Digest	126
3	Town & Country	106
4	New York	97
5	Vanity Fair	87
6	Endless Vacation	86
7	Eastern Review	74
8	Tennis	73
9	New Yorker	67
10	Venture	66
11	Natural History	65
12	Frequent Flyer	64
13	United	61
14	Dun's Business Month	60
15	Inc.	59
16	Food & Wine	58
17	Flying	56
18	High Technology	54
19	Ski	52
20	Industry Week	45

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MAGAZINE PROFILES

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Year founded: 1920
Published: Monthly

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. C-24

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. C-8

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Member: BPA

Primary SRDS Classification No. C-1

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 2

Continued

Average Circulation

1	House & Garden	616,447
2	Architectural Digest	610,463
3	Food & Wine	608,589
4	Inc.	608,156
5	Tennis	507,337
6	New Yorker	504,261
7	Natural History	498,631
8	Endless Vacation	459,856
9	New York	441,701
10	Town & Country	428,485
11	Ski	420,202
12	United	407,425
13	Vanity Fair	372,855
14	Industry Week	346,651
15	Eastern Review	332,570
16	Flying	331,202
17	Venture	312,597
18	High Technology	303,808
19	Dun's Business Month	301,502
20	Frequent Flyer	300,000
	Total	8,712,738

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Vanity Fair	36.3
2	Endless Vacation	21.3
3	Inc.	15.6
4	Industry Week	14.6
5	Food & Wine	10.7
6	House & Garden	9.4
7	Venture	8.6
8	Town & Country	6.0
9	Frequent Flyer	5.2
10	Eastern Review	4.9
11	Dun's Business Month	2.9
12	United	2.0
13	Architectural Digest	1.6
14	New York	1.1
15	New Yorker	0.7
16	Tennis	0.5
17	Ski	−0.3
18	Flying	−0.5
19	High Technology	−0.6
20	Natural History	−1.0

Net Chg. Avg. Circ.

1985 vs. 1984

1	Vanity Fair	99,313
2	Inc.	81,861
3	Endless Vacation	80,808
4	Food & Wine	58,967
5	House & Garden	52,988
6	Industry Week	44,145
7	Venture	24,629
8	Town & Country	24,149
9	Eastern Review	15,657
10	Frequent Flyer	14,750
11	Architectural Digest	9,415
12	Dun's Business Month	8,502
13	United	7,988
14	New York	4,922
15	New Yorker	3,727
16	Tennis	2,699
17	Ski	−1,405
18	Flying	−1,571
19	High Technology	−1,691
20	Natural History	−4,826
	Total	525,027

Avg. Total Pages/Copy

ad pages + edit. pages

1	Architectural Digest	259
2	Town & Country	252
3	House & Garden	228
4	Eastern Review	169
5	New York	160
6	Inc.	156
7	United	156
8	Tennis	153
9	Ski	151
10	Venture	141
11	Frequent Flyer	128
12	New Yorker	124
13	Vanity Fair	122
14	Food & Wine	111
15	Dun's Business Month	111
16	Natural History	106
17	Flying	99
18	Endless Vacation	93
19	Industry Week	88
20	High Technology	82

Total Revenue

ad rev. + circ. rev.

		$000
1	New Yorker	67,711
2	New York	52,750
3	Architectural Digest	52,084
4	Inc.	42,198
5	Town & Country	36,175
6	House & Garden	35,827
7	Tennis	20,651
8	Frequent Flyer	19,294
9	Food & Wine	18,435
10	Endless Vacation	17,880
11	Venture	16,218
12	Industry Week	15,791
13	United	15,686
14	Ski	15,015
15	Natural History	14,642
16	Eastern Review	13,485
17	Flying	13,044
18	Vanity Fair	11,372
19	High Technology	11,016
20	Dun's Business Month	9,189
	Total	498,463

% Chg. Total Revenue

1985 vs. 1984

		%
1	Vanity Fair	34.4
2	Food & Wine	28.7
3	Endless Vacation	16.2
4	Venture	13.9
5	Frequent Flyer	11.8
6	New York	10.4
7	High Technology	7.9
8	House & Garden	6.5
9	Natural History	5.4
10	Tennis	4.5
11	Architectural Digest	2.3
12	Flying	2.1
13	Town & Country	0.8
14	Inc.	−3.6
15	Eastern Review	−4.7
16	Ski	−5.1
17	Industry Week	−7.7
18	United	−8.8
19	New Yorker	−9.7
20	Dun's Business Month	−16.4

Subscription Revenue

		$000
1	Architectural Digest	18,201
2	Endless Vacation	17,649
3	Frequent Flyer	13,200
4	New Yorker	12,454
5	House & Garden	10,829
6	New York	10,741
7	Food & Wine	9,940
8	Natural History	9,364
9	Inc.	9,123
10	Town & Country	5,808
11	High Technology	5,604
12	Tennis	4,578
13	Flying	4,235
14	Venture	3,866
15	Vanity Fair	3,520
16	Ski	2,472
17	Dun's Business Month	211
18	United	0
19	Eastern Review	0
20	Industry Week	0
	Total	141,795

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	Venture	39.9
2	High Technology	30.4
3	Vanity Fair	23.3
4	Food & Wine	22.1
5	Inc.	20.2
6	Tennis	19.4
7	Endless Vacation	16.3
8	Frequent Flyer	12.9
9	Town & Country	11.7
10	Architectural Digest	4.6
11	Natural History	4.6
12	New York	4.4
13	House & Garden	3.7
14	New Yorker	3.5
15	Flying	3.0
16	Dun's Business Month	−2.2
17	Ski	−3.0
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

▶

n/a = not applicable

MAGAZINE PROFILES

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46280-0260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. C-46

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4200
Year founded: 1927
Published: Monthly

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equipment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC
Primary SRDS Classification No. C-4

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low ▶

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 2

Continued

Avg. Subscription Circ.

1	Inc.	580,158
2	Food & Wine	577,718
3	House & Garden	525,810
4	Architectural Digest	513,599
5	Natural History	492,819
6	New Yorker	471,417
7	Tennis	460,348
8	Endless Vacation	459,85[illegible]
9	New York	400,827
10	Ski	341,633
11	Town & Country	326,661
12	Vanity Fair	302,593
13	Frequent Flyer	300,000
14	Venture	289,050
15	High Technology	279,437
16	Flying	256,125
17	Dun's Business Month	7,043
18	United	0
19	Eastern Review	0
20	Industry Week	0
	Total	6,586,087

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Vanity Fair	38.7
2	Endless Vacation	21.3
3	Inc.	17.7
4	House & Garden	11.0
5	Venture	9.4
6	Food & Wine	8.5
7	Town & Country	7.6
8	Frequent Flyer	5.2
9	Architectural Digest	3.9
10	High Technology	1.7
11	New Yorker	1.5
12	New York	1.3
13	Flying	0.7
14	Tennis	0.0
15	Ski	−0.8
16	Natural History	−0.9
17	Dun's Business Month	−8.7
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Inc.	87,358
2	Vanity Fair	81,292
3	Endless Vacation	80,808
4	House & Garden	52,077
5	Food & Wine	45,499
6	Venture	24,838
7	Town & Country	23,209
8	Architectural Digest	19,351
9	Frequent Flyer	14,750
10	New Yorker	6,883
11	New York	5,254
12	High Technology	4,678
13	Flying	1,834
14	Tennis	161
15	Dun's Business Month	−668
16	Ski	−2,728
17	Natural History	−4,586
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a
	Total	440,800

Newsstand Revenue

		$000
1	Architectural Digest	5,231
2	House & Garden	4,351
3	New York	3,679
4	Town & Country	3,666
5	New Yorker	2,562
6	Flying	1,757
7	Vanity Fair	1,686
8	Ski	1,100
9	Inc.	1,008
10	Tennis	1,004
11	Venture	836
12	Food & Wine	730
13	High Technology	597
14	Natural History	174
15	United	0
16	Frequent Flyer	0
17	Dun's Business Month	0
18	Endless Vacation	0
19	Eastern Review	0
20	Industry Week	0
	Total	28,381

Avg. Newsstand Circ.

1	Town & Country	101,824
2	Architectural Digest	96,864
3	House & Garden	90,638
4	Ski	78,569
5	Flying	75,077
6	Vanity Fair	70,263
7	Tennis	46,990
8	New York	40,874
9	New Yorker	32,845
10	Food & Wine	30,871
11	Inc.	27,998
12	High Technology	24,372
13	Venture	23,544
14	Natural History	5,812
15	United	0
16	Frequent Flyer	0
17	Dun's Business Month	0
18	Endless Vacation	0
19	Eastern Review	0
20	Industry Week	0
	Total	746,541

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Food & Wine	77.4
2	Vanity Fair	34.5
3	Tennis	5.7
4	Ski	1.7
5	House & Garden	1.0
6	Town & Country	0.9
7	New York	−0.8
8	Venture	−0.9
9	Natural History	−3.8
10	Flying	−4.3
11	New Yorker	−8.8
12	Architectural Digest	−9.3
13	Inc.	−16.4
14	High Technology	−20.7
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Vanity Fair	18,022
2	Food & Wine	13,468
3	Tennis	2,538
4	Ski	1,323
5	Town & Country	940
6	House & Garden	912
7	Venture	−210
8	Natural History	−230
9	New York	−332
10	New Yorker	−3,156
11	Flying	−3,406
12	Inc.	−5,497
13	High Technology	−6,389
14	Architectural Digest	−9,936
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a
	Total	8,067

% Chg. News. Revenue

1985 vs. 1984

		%
1	Food & Wine	79.3
2	Venture	19.8
3	New York	10.2
4	Vanity Fair	7.6
5	Tennis	5.8
6	Ski	1.8
7	House & Garden	1.0
8	Town & Country	0.9
9	Natural History	−3.6
10	Flying	−4.3
11	New Yorker	−8.8
12	Architectural Digest	−9.3
13	Inc.	−16.4
14	High Technology	−19.2
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

n/a = not applicable

MAGAZINE PROFILES

calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. C-18

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. C-8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC
Primary SRDS Classification No. C-8

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC
Primary SRDS Classification No. C-24 ▶

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 2

Continued

Inc.

The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Editorial Description: Inc. Magazine is edited for the owners and executives of small to mid-sized, privately held, growing companies. Inc. dramatizes the opportunities, challenges and rewards of building a business. Each month, the magazine showcases original and provocative management approaches in such areas as capital and finance, marketing, and managing people. The magazine also regularly profiles America's leading growth companies, and explores trends that effect small to mid-sized companies. In addition, Inc. strives to help policy-makers in capital markets and government develop an understanding of the critical contribution growth companies make to the vitality of the American economy.
Member: ABC
Primary SRDS Classification No. C-8

Industry Week

Penton Publishing Company
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.
Member: ABC
Primary SRDS Classification No. C-8

NATURAL HISTORY

The Magazine of Natural Science

American Museum of Natural History
Central Park West at 79th Street
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

Editorial Description: NATURAL HISTORY is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.
Member: ABC
Primary SRDS Classification No. C-43

New York

Murdoch Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC
Primary SRDS Classification No. C-36A

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.
Member: ABC
Primary SRDS Classification No. C-22

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier-personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.
Member: ABC
Primary SRDS Classification No. C-46

(Continued on page 88)

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(215) 938-0160

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SAS-119

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 3

(Less than 299,999 avg. circulation)

Ad Pages

1	Economist/U.S.Ed.	2,512
2	Los Angeles Magazine	2,241
3	Washingtonian	1,972
4	Boston Magazine	1,950
5	Motor Boating & Sailing	1,930
6	San Diego Magazine	1,857
7	Magazine Antiques	1,757
8	Chicago	1,734
9	Philadelphia Magazine	1,716
10	Texas Monthly	1,640
11	D	1,574
12	AmericanWay	1,485
13	Palm Springs Life	1,354
14	W	1,316
15	Spectrum	1,180
16	Sky	884
17	Connoisseur	847
18	Pan Am Clipper	703
19	M The Civilized Man	673
20	TWA Ambassador	667
21	Financial World	604
22	Harvard Business Review	411
	Total	31,007

% Chg. Ad Pages

1985 vs. 1984		%
1	Financial World	33.3
2	AmericanWay	21.0
3	Connoisseur	20.6
4	Harvard Business Review	10.2
5	Boston Magazine	6.5
6	Washingtonian	5.7
7	Spectrum	5.2
8	Philadelphia Magazine	5.0
9	Motor Boating & Sailing	3.1
10	Economist/U.S.Ed.	0.4
11	San Diego Magazine	0.1
12	W	−1.0
13	Chicago	−2.3
14	Sky	−2.7
15	D	−3.2
16	Texas Monthly	−3.9
17	TWA Ambassador	−5.5
18	Pan Am Clipper	−6.7
19	Los Angeles Magazine	−11.4
20	M The Civilized Man	−12.4
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	AmericanWay	258
2	Financial World	151
3	Connoisseur	145
4	Boston Magazine	119
5	Washingtonian	106
6	Philadelphia Magazine	81
7	Spectrum	58
8	Motor Boating & Sailing	58
9	Harvard Business Review	38
10	Economist/U.S.Ed.	11
11	San Diego Magazine	2
12	W	−13
13	Sky	−25
14	TWA Ambassador	−39
15	Chicago	−41
16	Pan Am Clipper	−51
17	D	−52
18	Texas Monthly	−67
19	M The Civilized Man	−95
20	Los Angeles Magazine	−287
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	357

Avg. Ad Pages/Copy

1	Los Angeles Magazine	187
2	Washingtonian	164
3	Boston Magazine	162
4	Motor Boating & Sailing	161
5	San Diego Magazine	155
6	Magazine Antiques	146
7	Chicago	144
8	Philadelphia Magazine	143
9	Texas Monthly	137
10	D	131
11	Palm Springs Life	113
12	Spectrum	98
13	Sky	74
14	Connoisseur	71
15	Harvard Business Review	68
16	Pan Am Clipper	59
17	AmericanWay	57
18	M The Civilized Man	56
19	TWA Ambassador	56
20	W	51
21	Economist/U.S.Ed.	49
22	Financial World	23

Ad Revenue

		$000
1	W	20,470
2	Texas Monthly	15,823
3	Economist/U.S.Ed.	13,484
4	Los Angeles Magazine	12,910
5	AmericanWay	11,402
6	Chicago	10,486
7	Sky	9,533
8	Washingtonian	8,194
9	Boston Magazine	8,154
10	Motor Boating & Sailing	7,963
11	Philadelphia Magazine	7,656
12	Connoisseur	7,291
13	Spectrum	7,223
14	D	6,572
15	M The Civilized Man	5,750
16	Pan Am Clipper	5,719
17	TWA Ambassador	5,508
18	San Diego Magazine	5,423
19	Magazine Antiques	4,787
20	Palm Springs Life	4,627
21	Financial World	4,441
22	Harvard Business Review	3,455
	Total	186,851

% Chg. Ad Revenue

1985 vs. 1984		%
1	Connoisseur	57.9
2	Financial World	44.5
3	Economist/U.S.Ed.	22.5
4	Harvard Business Review	22.2
5	Sky	21.2
6	Boston Magazine	17.3
7	Spectrum	17.1
8	Washingtonian	13.2
9	W	12.0
10	Philadelphia Magazine	11.8
11	Motor Boating & Sailing	11.0
12	D	10.4
13	San Diego Magazine	8.9
14	TWA Ambassador	8.0
15	Texas Monthly	2.9
16	Pan Am Clipper	2.6
17	M The Civilized Man	2.4
18	Chicago	−0.8
19	Los Angeles Magazine	−2.8
20	AmericanWay	−6.0
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Connoisseur	2,672
2	Economist/U.S.Ed.	2,473
3	W	2,187
4	Sky	1,669
5	Financial World	1,368
6	Boston Magazine	1,204
7	Spectrum	1,056
8	Washingtonian	954
9	Philadelphia Magazine	808
10	Motor Boating & Sailing	789
11	Harvard Business Review	627
12	D	622
13	San Diego Magazine	444
14	Texas Monthly	439
15	TWA Ambassador	408
16	Pan Am Clipper	143
17	M The Civilized Man	132
18	Chicago	−85
19	Los Angeles Magazine	−366
20	AmericanWay	−732
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	16,812

Avg. Edit. Pages/Copy

1	Harvard Business Review	153
2	San Diego Magazine	142
3	Washingtonian	134
4	Chicago	130
5	Boston Magazine	119
6	Texas Monthly	104
7	Philadelphia Magazine	100
8	Palm Springs Life	89
9	M The Civilized Man	88
10	D	87
11	Connoisseur	84
12	Spectrum	81
13	Sky	74
14	Motor Boating & Sailing	70
15	Magazine Antiques	69
16	Economist/U.S.Ed.	69
17	Financial World	68
18	TWA Ambassador	57
19	AmericanWay	56
20	Pan Am Clipper	45
21	W	32
22	Los Angeles Magazine	ne

▶

ne = not estimated

MAGAZINE PROFILES

AmericanWay

AA Magazine Publications
P.O. Box 619616
DFW Airport, TX 75261-9616
(817) 355-1583
Year founded: 1966
Published: Biweekly

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA

Primary SRDS Classification No. C-1

Boston Magazine

Boston Magazine, Inc.
300 Massachusetts Ave.
Boston, MA 02115
(617) 262-9700
Year founded: 1971
Published: Monthly

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC

Primary SRDS Classification No. C-30A

Chicago

WFMT, Inc.
303 East Wacker Drive
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

▶

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Average Circulation

1	Sky	294,000
2	Texas Monthly	285,082
3	Connoisseur	271,788
4	TWA Ambassador	269,234
5	Spectrum	247,136
6	Harvard Business Review	236,228
7	Pan Am Clipper	233,461
8	Chicago	220,557
9	W	212,577
10	Los Angeles Magazine	166,649
11	Philadelphia Magazine	153,076
12	AmericanWay	151,003
13	Motor Boating & Sailing	145,376
14	Washingtonian	140,425
15	Financial World	136,469
16	M The Civilized Man	133,867
17	Boston Magazine	131,498
18	Economist/U.S.Ed.	106,326
19	D	80,262
20	San Diego Magazine	80,097
21	Magazine Antiques	58,663
22	Palm Springs Life	15,685
	Total	3,748,450

% Chg. Avg. Circ.

1985 vs. 1984		%
1	M The Civilized Man	33.2
2	Financial World	18.1
3	Connoisseur	16.0
4	Boston Magazine	10.2
5	TWA Ambassador	8.1
6	Philadelphia Magazine	5.6
7	San Diego Magazine	5.3
8	Economist/U.S.Ed.	4.5
9	Washingtonian	3.4
10	Motor Boating & Sailing	2.6
11	W	1.6
12	Pan Am Clipper	1.2
13	Los Angeles Magazine	1.0
14	Spectrum	0.6
15	Sky	0.0
16	Chicago	−1.1
17	D	−1.1
18	Texas Monthly	−1.3
19	Harvard Business Review	−2.7
20	AmericanWay	−40.7
21	Palm Springs Life	ne
22	Magazine Antiques	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Connoisseur	37,489
2	M The Civilized Man	33,401
3	Financial World	20,930
4	TWA Ambassador	20,084
5	Boston Magazine	12,218
6	Philadelphia Magazine	8,118
7	Washingtonian	4,584
8	Economist/U.S.Ed.	4,534
9	Motor Boating & Sailing	3,634
10	W	3,353
11	San Diego Magazine	3,050
12	Pan Am Clipper	2,839
13	Los Angeles Magazine	1,688
14	Spectrum	1,442
15	Sky	0
16	D	−870
17	Chicago	−2,354
18	Texas Monthly	−3,824
19	Harvard Business Review	−6,495
20	AmericanWay	−103,618
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	40,163

Avg. Total Pages/Copy

ad pages + edit. pages

1	Washingtonian	298
2	San Diego Magazine	296
3	Boston Magazine	282
4	Chicago	274
5	Philadelphia Magazine	243
6	Texas Monthly	241
7	Motor Boating & Sailing	231
8	Harvard Business Review	221
9	D	218
10	Magazine Antiques	216
11	Palm Springs Life	201
12	Spectrum	179
13	Connoisseur	155
14	Sky	147
15	M The Civilized Man	144
16	Economist/U.S.Ed.	118
17	AmericanWay	114
18	TWA Ambassador	112
19	Pan Am Clipper	104
20	Financial World	91
21	W	83
22	Los Angeles Magazine	ne

▶

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. C-30A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1982
Published: Monthly

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. C-22

D

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC

Primary SRDS Classification No. C-30A

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: 51X per year

Editorial Description: The Economist is written for the senior executive with international responsibilities. Each week it analyzes major developments in business, finance and politics around the world. Regular editorial sections include American Survey, World Business, Finance, Europe and Britain. In addition, special editorial sections focus on specific countries, markets and industries.

Member: ABC

Primary SRDS Classification No. C-8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Editorial Description: Financial World is edited for investment professionals, corporate executives concerned with the investment markets and high net worth investors. It contains news coverage and features on how business and the economy affect investment activities. Articles cover such subjects as the fortunes of individual companies and industries, the investment techniques and activities of pension funds and investment banks, corporate management, Wall Street news and the action on the exchanges. Columns cover such topics as the stock market, futures and commodities, international investing, fixed income instruments and technical investing. In alternate biweekly issues, it publishes a stock guide with stocks and mutual funds.

Member: ABC

Primary SRDS Classification No. C-8

Harvard Business Review

Harvard Graduate School of Business
Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or ▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	W	26,980
2	Economist/U.S.Ed.	21,319
3	Texas Monthly	20,041
4	Los Angeles Magazine	16,020
5	Chicago	13,590
6	Connoisseur	11,710
7	Harvard Business Review	11,635
8	AmericanWay	11,402
9	Washingtonian	10,904
10	Motor Boating & Sailing	10,309
11	Boston Magazine	9,901
12	Philadelphia Magazine	9,765
13	Sky	9,533
14	Spectrum	9,432
15	M The Civilized Man	9,214
16	Financial World	8,285
17	D	7,663
18	Magazine Antiques	6,880
19	San Diego Magazine	6,286
20	Pan Am Clipper	5,719
21	TWA Ambassador	5,506
22	Palm Springs Life	5,219
	Total	247,315

% Chg. Total Revenue

	1985 vs. 1984	%
1	Connoisseur	37.7
2	Financial World	30.2
3	Sky	21.2
4	Boston Magazine	17.8
5	Economist/U.S.Ed.	17.8
6	Spectrum	16.6
7	M The Civilized Man	13.5
8	Harvard Business Review	12.7
9	W	11.3
10	Washingtonian	10.9
11	Philadelphia Magazine	10.6
12	Motor Boating & Sailing	10.4
13	D	8.0
14	TWA Ambassador	8.0
15	San Diego Magazine	7.9
16	Pan Am Clipper	2.6
17	Texas Monthly	2.0
18	Chicago	– 1.7
19	Los Angeles Magazine	– 3.0
20	AmericanWay	– 6.0
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Subscription Revenue

		$000
1	Harvard Business Review	8,011
2	Economist/U.S.Ed.	6,738
3	W	4,838
4	Connoisseur	3,678
5	Financial World	3,557
6	Texas Monthly	3,311
7	Chicago	2,493
8	Spectrum	2,209
9	Magazine Antiques	1,808
10	Washingtonian	1,662
11	Los Angeles Magazine	1,652
12	M The Civilized Man	1,583
13	Philadelphia Magazine	1,390
14	Motor Boating & Sailing	1,325
15	Boston Magazine	1,130
16	D	757
17	San Diego Magazine	587
18	Palm Springs Life	169
19	TWA Ambassador	0
20	Pan Am Clipper	0
21	AmericanWay	0
22	Sky	0
	Total	46,898

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	M The Civilized Man	39.4
2	Financial World	21.3
3	Boston Magazine	19.9
4	Spectrum	15.0
5	Connoisseur	13.8
6	Economist/U.S.Ed.	10.3
7	Harvard Business Review	9.0
8	Philadelphia Magazine	6.8
9	Los Angeles Magazine	6.0
10	San Diego Magazine	3.8
11	D	3.8
12	Washingtonian	2.7
13	Motor Boating & Sailing	1.7
14	W	1.7
15	Texas Monthly	0.9
16	Chicago	– 5.2
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

designed to stretch the business executive's thinking.

Member: ABC

Primary SRDS Classification No. C-8

Los Angeles Magazine

Los Angeles Magazines, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. C-30A

M
The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10128
(212) 741-4000
Year founded: 1983
Published: Monthly

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No.C-30

The Magazine Antiques

Brant Publications, Inc.
980 Madison Avenue
New York, NY 10021
(212) 734-9797
Year founded: 1922
Published: Monthly

Editorial Description: The Magazine Antiques is edited for collectors of antiques and works of art, and for students of early American social history and culture. Feature articles deal with furniture, painting, sculpture, prints, architecture, ceramics, glass, textiles, the arts and antiquities of western European countries and England are covered over the seventeenth through the nineteenth centuries. Regular monthly columns include news of current exhibitions, recent acquisitions of museums, notes on collectors and collecting, the English antiques field, and book reviews.

Member: ABC

Primary SRDS Classification No. C-2

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC
Primary SRDS Classification No. C-6

Palm Springs Life

Desert Publications, Inc.
303 N. Indian Ave.
Palm Springs, CA 92262
(619) 325-2333
Year founded: 1946
Published: Monthly

Editorial Description: Palm Springs Life and Guide are edited for the cosmopolitan resident and vacationer of the desert resort area. Editorial content covers the social and economic life of the community it serves. In addition to in-depth articles geared to the interest of country club members, the cultural scene is also reported. Golf and other participant sports are covered. Emphasis is placed on the concept of photo journalism. Local editorials, business news and travel news are carried in regular departments.

Primary SRDS Classification No. C-30A

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961

▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Avg. Subscription Circ.

1	Connoisseur	251,213
2	Spectrum	247,138
3	Texas Monthly	238,956
4	Harvard Business Review	231,549
5	Chicago	198,020
6	W	186,648
7	Financial World	131,050
8	Philadelphia Magazine	122,343
9	Los Angeles Magazine	112,652
10	Motor Boating & Sailing	111,332
11	Boston Magazine	105,131
12	Economist/U.S.Ed.	97,723
13	Washingtonian	95,617
14	M The Civilized Man	81,618
15	D	65,979
16	Magazine Antiques	53,572
17	San Diego Magazine	48,583
18	Palm Springs Life	7,690
19	TWA Ambassador	0
20	Pan Am Clipper	0
21	AmericanWay	0
22	Sky	0
	Total	2,386,811

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	30.2
2	Financial World	20.6
3	Connoisseur	16.2
4	Boston Magazine	9.4
5	Los Angeles Magazine	9.4
6	San Diego Magazine	7.1
7	Philadelphia Magazine	5.6
8	Spectrum	5.0
9	D	3.9
10	Economist/U.S.Ed.	3.8
11	Motor Boating & Sailing	2.8
12	Washingtonian	1.6
13	W	0.2
14	Texas Monthly	−0.3
15	Chicago	−0.4
16	Harvard Business Review	−2.9
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Connoisseur	35,040
2	Financial World	22,391
3	M The Civilized Man	18,954
4	Spectrum	11,856
5	Los Angeles Magazine	9,658
6	Boston Magazine	9,014
7	Philadelphia Magazine	6,447
8	Economist/U.S.Ed.	3,549
9	San Diego Magazine	3,229
10	Motor Boating & Sailing	2,772
11	D	2,494
12	Washingtonian	1,518
13	W	291
14	Texas Monthly	−769
15	Chicago	−838
16	Harvard Business Review	−6,921
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne
	Total	118,685

Newsstand Revenue

		$000
1	M The Civilized Man	1,881
2	W	1,672
3	Los Angeles Magazine	1,458
4	Texas Monthly	1,107
5	Economist/U.S.Ed.	1,097
6	Washingtonian	1,049
7	Motor Boating & Sailing	1,021
8	Connoisseur	741
9	Philadelphia magazine	719
10	Chicago	630
11	Boston Magazine	617
12	Palm Springs Life	423
13	D	334
14	Financial World	287
15	Magazine Antiques	285
16	San Diego Magazine	276
17	Harvard Business Review	168
18	TWA Ambassador	0
19	AmericanWay	0
20	Pan Am Clipper	0
21	Spectrum	0
22	Sky	0
	Total	13,765 ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Published: Monthly

Editorial Description: Pan Am Clipper is a general interest magazine for international and domestic airline travelers. Editorial content emphasizes business, travel entertainment, sports, photo essays, ideas and trends, dining, and the arts.

Member: BPA

Primary SRDS Classification No. C-1

Philadelphia Magazine

Philadelphia Magazine, Inc.
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC

Primary SRDS Classification No. C-30A

San Diego Magazine

San Diego Magazine
 Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. C-30A

Sky

(formerly Delta Sky)

Halsey Publishing Company
12955 Biscayne Boulevard, Suite 202
North Miami, FL 33181
(305) 893-1520
Year founded: 1972
Published: Monthly

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. C-1

SPECTRUM

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Editorial Description: SPECTRUM Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA

Primary SRDS Classification No. C-43

Texas Monthly

Texas Monthly, Inc.
P.O. Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. C-30A

TWA Ambassador

East/West Network, Inc.
34 East 51st St.
New York, NY 10022
(212) 888-5900
Year founded: 1968
Published: Monthly

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social con- ▶

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Avg. Newsstand Circ.

1	Los Angeles Magazine	53,998
2	M The Civilized Man	52,249
3	Texas Monthly	46,128
4	Washingtonian	44,809
5	Motor Boating & Sailing	34,044
6	Philadelphia Magazine	30,734
7	Boston Magazine	26,367
8	W	25,930
9	Chicago	22,538
10	Connoisseur	20,575
11	D	14,283
12	San Diego Magazine	11,514
13	Economist/U.S.Ed.	8,604
14	Palm Springs Life	7,995
15	Financial World	5,419
16	Magazine Antiques	5,091
17	Harvard Business Review	4,680
18	TWA Ambassador	0
19	AmericanWay	0
20	Pan Am Clipper	0
21	Spectrum	0
22	Sky	0
	Total	414,958

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	M The Civilized Man	38.2
2	Boston Magazine	13.8
3	W	13.4
4	Connoisseur	13.4
5	Economist/U.S.Ed.	12.9
6	Harvard Business Review	10.0
7	Washingtonian	7.3
8	Philadelphia Magazine	5.8
9	Motor Boating & Sailing	2.6
10	San Diego Magazine	– 1.5
11	Texas Monthly	– 6.2
12	Chicago	– 6.3
13	Los Angeles Magazine	– 12.9
14	D	– 19.1
15	Financial World	– 21.2
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	M The Civilized Man	14,447
2	Boston Magazine	3,203
3	W	3,063
4	Washingtonian	3,046
5	Connoisseur	2,429
6	Philadelphia Magazine	1,672
7	Economist/U.S.Ed.	986
8	Motor Boating & Sailing	862
9	Harvard Business Review	426
10	San Diego Magazine	– 179
11	Financial World	– 1,462
12	Chicago	– 1,517
13	Texas Monthly	– 3,056
14	D	– 3,364
15	Los Angeles Magazine	– 7,970
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	12,586

% Chg. News. Revenue

1985 vs. 1984		%
1	W	40.6
2	M The Civilized Man	38.2
3	Boston Magazine	21.2
4	Harvard Business Review	18.6
5	Motor Boating & Sailing	18.2
6	Connoisseur	13.4
7	Economist/U.S.Ed.	13.0
8	Washingtonian	7.3
9	Philadelphia Magazine	5.8
10	San Diego Magazine	– 1.7
11	Chicago	– 2.9
12	Texas Monthly	– 6.2
13	Los Angeles Magazine	– 12.9
14	D	– 19.1
15	Financial World	– 19.7
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

cerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA

Primary SRDS Classification No. C-1

17

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4305
Year founded: 1972
Published: Biweekly

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. C-49

The Washingtonian

Washington Magazine, Inc.
1828 L Street, N.W. #200
Washington, DC 20036
(202) 296-3600

Year founded: 1965
Published: Monthly

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. C-30A

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A message from
Inside Print
The voice of print advertising

Figures are FOLIO estimates for the calendar year 1985.

AUTOMOTIVE

Ad Pages

1	AutoWeek	1,694
2	Road & Track	1,341
3	Car and Driver	1,224
4	Four Wheeler	1,054
5	4-Wheel & Off-Road	976
6	Car Craft	906
7	Motor Trend	894
8	Hot Rod	705
9	Cycle World	646
10	Cycle	597
11	Popular Hot Rodding	549
12	Motorcyclist	426
13	Easyriders	260
	Total	11,274

% Chg. Ad Pages

	1985 vs. 1984	%
1	Motor Trend	16.3
2	Cycle	13.7
3	Car and Driver	12.9
4	4-Wheel & Off-Road	9.8
5	Four Wheeler	7.6
6	Road & Track	7.3
7	AutoWeek	6.7
8	Cycle World	6.0
9	Popular Hot Rodding	5.4
10	Car Craft	4.6
11	Easyriders	4.0
12	Motorcyclist	1.9
13	Hot Rod	−1.7

Net Chg. Ad Pages

	1985 vs. 1984	
1	Car and Driver	140
2	Motor Trend	125
3	AutoWeek	106
4	Road & Track	91
5	4-Wheel & Off-Road	87
6	Four Wheeler	74
7	Cycle	72
8	Car Craft	40
9	Cycle World	37
10	Popular Hot Rodding	28
11	Easyriders	10
12	Motorcyclist	8
13	Hot Rod	−12
	Total	806

Avg. Ad Pages/Copy

1	Road & Track	112
2	Car and Driver	102
3	Four Wheeler	88
4	4-Wheel & Off-Road	81
5	Car Craft	76
6	Motor Trend	75
7	Hot Rod	59
8	Cycle World	54
9	Cycle	50
10	Popular Hot Rodding	46
11	Motorcyclist	36
12	AutoWeek	33
13	Easyriders	22

Ad Revenue

		$000
1	Car and Driver	34,801
2	Road & Track	29,864
3	Motor Trend	23,254
4	Hot Rod	12,374
5	Cycle	8,921
6	Car Craft	7,286
7	Cycle World	6,656
8	AutoWeek	6,616
9	4-Wheel & Off-Road	5,544
10	Four Wheeler	3,264
11	Motorcyclist	2,824
12	Popular Hot Rodding	2,432
13	Easyriders	686
	Total	144,522

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Four Wheeler	31.0
2	4-Wheel & Off-Road	30.7
3	Car and Driver	26.6
4	Motor Trend	24.6
5	Road & Track	20.7
6	Cycle	18.0
7	Car Craft	11.2
8	AutoWeek	7.0
9	Popular Hot Rodding	6.8
10	Easyriders	5.6
11	Motorcyclist	4.1
12	Hot Rod	2.5
13	Cycle World	0.3

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Car and Driver	7,310
2	Road & Track	5,119
3	Motor Trend	4,597
4	Cycle	1,362
5	4-Wheel & Off-Road	1,302
6	Four Wheeler	772
7	Car Craft	737
8	AutoWeek	432
9	Hot Rod	307
10	Popular Hot Rodding	156
11	Motorcyclist	112
12	Easyriders	36
13	Cycle World	18
	Total	22,260

Avg. Edit. Pages/Copy

1	Easyriders	110
2	Road & Track	95
3	Four Wheeler	93
4	Hot Rod	68
5	Motor Trend	67
6	Car and Driver	67
7	4-Wheel & Off-Road	64
8	Popular Hot Rodding	63
9	Motorcyclist	61
10	Car Craft	58
11	Cycle	58
12	Cycle World	55
13	AutoWeek	21

▶

MAGAZINE PROFILES

AutoWeek

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1957
Published: Weekly

Editorial Description: AutoWeek is edited for the enthusiast involved with motoring. Editorial covers current news as well as driving impressions, features, vignettes and major motorsport events. There are columnists who touch on serious and humorous issues and a Forum that has been a soapbox for industry leaders, sanctioning body principals, government spokesmen, and enthusiasts with something they want to say.

Member: ABC

Primary SRDS Classification No. C-3

Car and Driver

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6094
Year founded: 1956
Published: Monthly

Editorial Description: Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.

Member: ABC

Primary SRDS Classification No. C-3

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1953
Published: Monthly

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's" on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC

Primary SRDS Classification No. C-3

Cycle

CBS Magazines
3807 Wilshire Blvd., Suite 1200
Los Angeles, CA 90010
(213) 739-5120
Year founded: 1952
Published: Monthly

Editorial Description: Cycle is edited to inform on the performance and the technical aspects of new motorcycles of various types and of other new products and accessories of interest to motorcyclists, on industry practices that affect the general consumer, on competition (both on- and off-road), and includes features of general interest to American motorcyclists.

Member: ABC

Primary SRDS Classification No. C-31A

Cycle World

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1962
Published: Monthly

Editorial Description: Cycle World magazine is an editorial blend of information and entertainment about motorcycles and the various types of riding. Street, dirt, and dual-purpose machines are included in Cycle World's coverage. Each month Cycle World offers information on tests in the motorcycle field, which include aftermarket parts and accessories. Along with these technical articles is a mix of competition coverage, personality profiles, apparel features, travel articles, nostalgia, and humor, covering the world of motorcycling.

Member: ABC

Primary SRDS Classification No. C-31A

Figures are Folio estimates for the calendar year 1985.

AUTOMOTIVE

Continued

Average Circulation

1	Car and Driver	906,745
2	Hot Rod	856,829
3	Motor Trend	765,853
4	Road & Track	735,202
5	Car Craft	439,773
6	Cycle	420,408
7	Cycle World	337,002
8	Easyriders	328,033
9	4-Wheel & Off-Road	285,094
10	Popular Hot Rodding	272,913
11	Motorcyclist	214,640
12	Four Wheeler	204,035
13	AutoWeek	157,947
	Total	**5,924,474**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	AutoWeek	10.3
2	Four Wheeler	8.6
3	Car and Driver	6.1
4	Car Craft	2.9
5	Popular Hot Rodding	2.9
6	Motor Trend	−0.3
7	Hot Rod	−0.4
8	Road & Track	−0.7
9	Cycle	−1.6
10	Motorcyclist	−3.9
11	4-Wheel & Off-Road	−5.1
12	Cycle World	−5.6
13	Easyriders	−13.5

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Car and Driver	52,421
2	Four Wheeler	16,209
3	AutoWeek	14,787
4	Car Craft	12,517
5	Popular Hot Rodding	7,665
6	Motor Trend	−1,921
7	Hot Rod	−3,417
8	Road & Track	−4,914
9	Cycle	−6,854
10	Motorcyclist	−8,687
11	4-Wheel & Off-Road	−15,435
12	Cycle World	−19,857
13	Easyriders	−51,223
	Total	**−8,709**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Road & Track	207
2	Four Wheeler	181
3	Car and Driver	169
4	4-Wheel & Off-Road	146
5	Motor Trend	141
6	Car Craft	133
7	Easyriders	132
8	Hot Rod	127
9	Cycle World	109
10	Popular Hot Rodding	109
11	Cycle	107
12	Motorcyclist	97
13	AutoWeek	54

Total Revenue

	ad rev. + circ. rev.	$000
1	Car and Driver	50,517
2	Road & Track	43,302
3	Motor Trend	33,504
4	Hot Rod	24,866
5	Car Craft	13,726
6	Cycle	13,680
7	4-Wheel & Off-Road	11,490
8	Cycle World	10,917
9	Easyriders	10,536
10	AutoWeek	10,166
11	Four Wheeler	7,616
12	Popular Hot Rodding	7,097
13	Motorcyclist	5,396
	Total	**242,813**

% Chg. Total Revenue

	1985 vs. 1984	%
1	4-Wheel & Off-Road	25.5
2	Car and Driver	22.8
3	Motor Trend	20.3
4	Four Wheeler	19.6
5	Road & Track	18.9
6	Cycle	9.9
7	AutoWeek	8.2
8	Hot Rod	8.0
9	Car Craft	7.2
10	Easyriders	5.0
11	Motorcyclist	4.0
12	Popular Hot Rodding	2.7
13	Cycle World	1.0

Subscription Revenue

		$000
1	Car and Driver	8,996
2	Road & Track	5,940
3	Hot Rod	5,701
4	Motor Trend	4,921
5	AutoWeek	3,370
6	Cycle	2,846
7	Cycle World	2,394
8	Car Craft	2,130
9	4-Wheel & Off-Road	1,816
10	Easyriders	1,406
11	Motorcyclist	1,097
12	Four Wheeler	875
13	Popular Hot Rodding	875
	Total	**42,367**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Easyriders	36.8
2	Car and Driver	26.3
3	Four Wheeler	26.3
4	Hot Rod	21.3
5	4-Wheel & Off-Road	18.8
6	Popular Hot Rodding	13.0
7	AutoWeek	12.9
8	Motor Trend	9.2
9	Car Craft	3.8
10	Cycle World	0.6
11	Motorcyclist	−1.1
12	Cycle	−2.5
13	Road & Track	−2.7

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MAGAZINE PROFILES

Easyriders

Paisano Publications, Inc.
28210 Dorothy Drive
Agoura Hills, CA 91301
(818) 889-8740
Year founded: 1971
Published: Monthly

Editorial Description: Easyriders specializes in entertainment for the adult male custom motorcycle enthusiast. Concentrates on "entertainment" and not technical reports, road tests. Easyriders offers fiction, special interest articles, humor, girls, color layouts featuring exceptional bikes, and a variety of material.

Member: ABC

Primary SRDS Classification No. C-31A

4-Wheel & Off-Road

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1977
Published: Monthly

Editorial Description: 4-Wheel & Off-Road is edited for the outdoor enthusiast who is interested in both two- and four-wheel drive recreational vehicles. On- and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC

Primary SRDS Classification No. C-3

Four Wheeler

Omni International, Ltd.
6728 Eton Ave.
P.O. Box 7116
Canoga Park, CA 91303
(818) 992-4777
Year founded: 1962
Published: Monthly

Editorial Description: Four Wheeler caters directly to the technical and entertainment interests of off-road enthusiasts. Readers are treated every month to full-color coverage of performance features, technical how-to's, new-vehicle and new-tire tests, top-sanctioned competition, travel and adventure features, new-product evaluations, and do-it-yourself articles for beginning as well as veteran off-roaders.

Member: ABC

Primary SRDS Classification No. C-3

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1948
Published: Monthly

Editorial Description: Hot Rod Magazine is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictorial features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC

Primary SRDS Classification No. C-3

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AUTOMOTIVE

Continued

Avg. Subscription Circ.

1	Car and Driver	664,296
2	Hot Rod	562,098
3	Motor Trend	548,187
4	Road & Track	452,463
5	Cycle	314,130
6	Cycle World	248,116
7	Car Craft	234,523
8	AutoWeek	155,181
9	Motorcyclist	142,725
10	4-Wheel & Off-Road	140,488
11	Popular Hot Rodding	94,433
12	Four Wheeler	88,165
13	Easyriders	76,741
	Total	3,721,528

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Four Wheeler	15.5
2	Popular Hot Rodding	13.2
3	AutoWeek	11.1
4	Car and Driver	8.4
5	Car Craft	3.3
6	Easyriders	2.1
7	Hot Rod	1.2
8	Motor Trend	−0.7
9	Cycle	−1.2
10	Motorcyclist	−3.1
11	Cycle World	−3.5
12	Road & Track	−4.8
13	4-Wheel & Off-Road	−8.5

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Car and Driver	51,651
2	AutoWeek	15,493
3	Four Wheeler	11,831
4	Popular Hot Rodding	10,983
5	Car Craft	7,453
6	Hot Rod	6,644
7	Easyriders	1,548
8	Motor Trend	−3,606
9	Cycle	−3,837
10	Motorcyclist	−4,553
11	Cycle World	−9,039
12	4-Wheel & Off-Road	−13,028
13	Road & Track	−22,786
	Total	48,754

Newsstand Revenue

		$000
1	Easyriders	8,443
2	Road & Track	7,498
3	Hot Rod	6,791
4	Car and Driver	6,721
5	Motor Trend	5,328
6	Car Craft	4,310
7	4-Wheel & Off-Road	4,131
8	Popular Hot Rodding	3,791
9	Four Wheeler	3,476
10	Cycle	1,913
11	Cycle World	1,867
12	Motorcyclist	1,476
13	AutoWeek	180
	Total	55,925

Avg. Newsstand Circ.

1	Hot Rod	294,732
2	Road & Track	282,739
3	Easyriders	251,292
4	Car and Driver	242,449
5	Motor Trend	217,667
6	Car Craft	205,251
7	Popular Hot Rodding	178,480
8	4-Wheel & Off-Road	144,627
9	Four Wheeler	115,870
10	Cycle	106,278
11	Cycle World	88,886
12	Motorcyclist	71,916
13	AutoWeek	2,766
	Total	2,202,953

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Road & Track	6.7
2	Four Wheeler	3.9
3	Car Craft	2.5
4	Motor Trend	0.8
5	Car and Driver	0.3
6	4-Wheel & Off-Road	−1.6
7	Popular Hot Rodding	−1.8
8	Cycle	−2.8
9	Hot Rod	−3.3
10	Motorcyclist	−5.4
11	Cycle World	−10.8
12	Easyriders	−17.4
13	AutoWeek	−20.3

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Road & Track	17,872
2	Car Craft	5,065
3	Four Wheeler	4,377
4	Motor Trend	1,685
5	Car and Driver	770
6	AutoWeek	−706
7	4-Wheel & Off-Road	−2,408
8	Cycle	−3,017
9	Popular Hot Rodding	−3,319
10	Motorcyclist	−4,135
11	Hot Rod	−10,061
12	Cycle World	−10,818
13	Easyriders	−52,771
	Total	−57,486

% Chg. News. Revenue

	1985 vs. 1984	%
1	Road & Track	34.8
2	4-Wheel & Off-Road	21.9
3	Motor Trend	13.6
4	Four Wheeler	9.2
5	Motorcyclist	7.8
6	Hot Rod	6.1
7	Cycle World	4.0
8	Car and Driver	3.0
9	Car Craft	2.5
10	Easyriders	1.0
11	Popular Hot Rodding	−1.8
12	Cycle	−2.7
13	AutoWeek	−20.4

MAGAZINE PROFILES

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1949
Published: Monthly

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it-yourself auto repair advice; super-tuning for better performance; consumer buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styling and engineering details; and driving impressions of new cars before they go on sale.

Member: ABC

Primary SRDS Classification No. C-3

Motorcyclist

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1912
Published: Monthly

Editorial Description: Motorcyclist is edited by experienced riders and motorcycle journalists for readers with an active interest in pleasure riding, competition and mechanics. Regular features include articles on motorcycle design, custom machines, latest models, new accessories, do-it-yourself mechanical procedure as well as extensive road testing and coverage of racing events.

Member: ABC

Primary SRDS Classification No. C-31A

Popular Hot Rodding

Argus Publishers Corporation
12301 Wilshire Boulevard
Los Angeles, CA 90025
(213) 820-3601
Year founded: 1962
Published: Monthly

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC

Primary SRDS Classification No. C-3

Road & Track

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1947
Published: Monthly

Editorial Description: Road & Track magazine is written for the automotive enthusiast who truly enjoys cars and driving—and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, ranging from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.

Member: ABC

Primary SRDS Classification No. C-3

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 1

Continued from page 72

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1234
Year founded: 1851
Published: 67x per year

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC

Primary SRDS Classification No. C-38

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. C-46

Smithsonian

Smithsonian Institution
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC

Primary SRDS Classification No. C-22

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. C-46

AFFLUENCE 2

Continued from page 77

Tennis

Tennis, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC

Primary SRDS Classification No. C-45

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. C-22

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA

Primary SRDS Classification No. C-1

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; relaunched, 1983
Published: Monthly

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. C-22

VENTURE

The Magazine for Entrepreneurs

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Editorial Description: VENTURE is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include Entreprenews, Making It Happen, Personal Portfolios, Venture Financing, Managing Ventures, Putting Ideas Into Action, Franchise Facts, Venture Strategies, Book Reviews and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. C-8

Figures are FOLIO estimates for the calendar year 1985.

BLACK

Ad Pages

1 Ebony	1,201
2 Jet	961
3 Essence	951
4 Black Enterprise	789
Total	**3,902**

% Chg. Ad Pages

1985 vs. 1984	%
1 Ebony	9.2
2 Black Enterprise	3.3
3 Jet	−1.2
4 Essence	−6.3

Net Chg. Ad Pages

1985 vs. 1984	
1 Ebony	101
2 Black Enterprise	25
3 Jet	−12
4 Essence	−64
Total	**50**

Avg. Ad Pages/Copy

1 Ebony	100
2 Essence	79
3 Black Enterprise	66
4 Jet	18

Ad Revenue

	$000
1 Ebony	38,241
2 Essence	15,358
3 Jet	12,353
4 Black Enterprise	9,626
Total	**75,578**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Jet	19.3
2 Ebony	17.6
3 Essence	14.8
4 Black Enterprise	10.0

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Ebony	5,723
2 Jet	1,996
3 Essence	1,975
4 Black Enterprise	874
Total	**10,568**

Avg. Edit. Pages/Copy

1 Ebony	76
2 Essence	66
3 Black Enterprise	58
4 Jet	50

Average Circulation

1 Ebony	1,736,667
2 Jet	817,160
3 Essence	800,960
4 Black Enterprise	232,088
Total	**3,586,875**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Essence	14.4
2 Ebony	2.7
3 Jet	−4.0
4 Black Enterprise	−5.5

Net Chg. Avg. Circ.

1985 vs. 1984	
1 Essence	100,565
2 Ebony	45,373
3 Black Enterprise	−13,406
4 Jet	−34,438
Total	**98,094**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Ebony	176
2 Essence	145
3 Black Enterprise	123
4 Jet	68

MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC

Primary SRDS Classification No. C-8

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," and "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC

Primary SRDS Classification No. C-22

ESSENCE

ESSENCE Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Editorial Description: ESSENCE is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, ESSENCE's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. C-49

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC

Primary SRDS Classification No. C-36A

Figures are Folio estimates for the calendar year 1985.

BLACK

Continued

Total Revenue

ad rev. + circ. rev.

	$000
1 Ebony	61,642
2 Jet	40,188
3 Essence	25,078
4 Black Enterprise	12,033
Total	**138,941**

% Chg. Total Revenue

1985 vs. 1984

	%
1 Essence	16.7
2 Ebony	12.2
3 Black Enterprise	6.3
4 Jet	−0.7

Subscription Revenue

	$000
1 Ebony	18,263
2 Jet	17,400
3 Essence	6,008
4 Black Enterprise	2,123
Total	**43,794**

% Chg. Sub. Revenue

1985 vs. 1984

	%
1 Essence	34.0
2 Ebony	4.6
3 Jet	−3.2
4 Black Enterprise	−7.6

Avg. Subscription Circ.

1 Ebony	1,508,883
2 Jet	656,617
3 Essence	594,706
4 Black Enterprise	219,926
Total	**2,980,132**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

	%
1 Essence	21.1
2 Ebony	3.7
3 Jet	−1.2
4 Black Enterprise	−5.7

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1 Essence	103,482
2 Ebony	53,819
3 Jet	−7,822
4 Black Enterprise	−13,352
Total	**136,127**

Newsstand Revenue

	$000
1 Jet	10,435
2 Ebony	5,139
3 Essence	3,713
4 Black Enterprise	285
Total	**19,572**

Avg. Newsstand Circ.

1 Ebony	227,784
2 Essence	206,255
3 Jet	160,544
4 Black Enterprise	12,162
Total	**606,745**

% Chg. Avg. News. Circ.

1985 vs. 1984

	%
1 Black Enterprise	−0.4
2 Essence	−1.4
3 Ebony	−3.6
4 Jet	−14.2

Net Chg. Avg. News. Circ.

1985 vs. 1984

1 Black Enterprise	−54
2 Essence	−2,917
3 Ebony	−8,447
4 Jet	−26,617
Total	**−38,035**

% Chg. News. Revenue

1985 vs. 1984

	%
1 Black Enterprise	5.0
2 Ebony	3.6
3 Essence	2.7
4 Jet	−14.2

It's a lot more challenging to produce a print ad than a TV spot.

It's also a lot more rewarding. For the reader as well as the advertiser.

Print works. Because it lets you tell a complete sales story.

A message from

Inside Print

The voice of print advertising

BRIDAL

Ad Pages

1	Bride's	1,814
2	Modern Bride	1,719
	Total	3,533

% Chg. Ad Pages
1985 vs. 1984

		%
1	Modern Bride	8.2
2	Bride's	−5.1

Net Chg. Ad Pages
1985 vs. 1984

1	Modern Bride	131
2	Bride's	−97
	Total	34

Avg. Ad Pages/Copy

1	Bride's	302
2	Modern Bride	287

Ad Revenue

		$000
1	Bride's	22,959
2	Modern Bride	20,852
	Total	43,811

% Chg. Ad Revenue
1985 vs. 1984

		%
1	Modern Bride	12.5
2	Bride's	1.3

Net Chg. Ad Revenue
1985 vs. 1984

		$000
1	Modern Bride	2,287
2	Bride's	300
	Total	2,587

Avg. Edit. Pages/Copy

1	Bride's	147
2	Modern Bride	141

Average Circulation

1	Bride's	375,587
2	Modern Bride	330,332
	Total	705,919

% Chg. Avg. Circ.
1985 vs. 1984

		%
1	Bride's	1.1
2	Modern Bride	0.0

Net Chg. Avg. Circ.
1985 vs. 1984

1	Bride's	4,099
2	Modern Bride	−163
	Total	3,936

Avg. Total Pages/Copy
ad pages + edit. pages

1	Bride's	449
2	Modern Bride	427

Total Revenue
ad rev. + circ. rev.

		$000
1	Bride's	30,482
2	Modern Bride	27,171
	Total	57,653

% Chg. Total Revenue
1985 vs. 1984

		%
1	Modern Bride	9.1
2	Bride's	1.6

Subscription Revenue

		$000
1	Bride's	431
2	Modern Bride	425
	Total	856

% Chg. Sub. Revenue
1985 vs. 1984

		%
1	Bride's	16.4
2	Modern Bride	6.7

Avg. Subscription Circ.

1	Modern Bride	40,131
2	Bride's	37,862
	Total	77,993

% Chg. Avg. Sub. Circ.
1985 vs. 1984

		%
1	Modern Bride	6.3
2	Bride's	−2.4

Net Chg. Avg. Sub. Circ.
1985 vs. 1984

1	Modern Bride	2,384
2	Bride's	−939
	Total	1,446

Newsstand Revenue

		$000
1	Bride's	7,092
2	Modern Bride	6,094
	Total	13,186

Avg. Newsstand Circ.

1	Bride's	337,725
2	Modern Bride	290,202
	Total	627,927

% Chg. Avg. News. Circ.
1985 vs. 1984

		%
1	Bride's	1.5
2	Modern Bride	−0.9

Net Chg. Avg. News. Circ.
1985 vs. 1984

1	Bride's	5,037
2	Modern Bride	−2,547
	Total	2,490

% Chg. News. Revenue
1985 vs. 1984

		%
1	Bride's	1.5
2	Modern Bride	−0.9

MAGAZINE PROFILES

BRIDE'S

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Bimonthly

Editorial Description: BRIDE's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux (lingerie, clothes for her and for him); home furnishings (tabletop, linens, furniture, appliances, accessories, housewares, floor coverings, etc); travel (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Member: ABC

Primary SRDS Classification No. C-7

Modern Bride

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3800
Year founded: 1949
Published: Bimonthly

Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Member: ABC
Primary SRDS Classification No. C-7

Figures are FOLIO estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Ad Pages

1	BusinessWeek/N.Amer.Ed.	4,214
2	Forbes	3,711
3	Fortune	3,273
4	Economist/U.S.Ed.	2,512
5	Barron's	2,307
6	Crain's Chicago Business	1,944
7	Working Woman	1,236
8	Inc.	1,150
9	Industry Week	1,077
10	Venture	903
11	Black Enterprise	789
12	Frequent Flyer	762
13	Dun's Business Month	612
14	Financial World	604
15	Scientific American	567
16	Nation's Business	421
17	Harvard Business Review	411
18	Savvy	386
19	Success!	374
20	High Technology	347
21	S. Porter's Pers. Fin.	257
	Total	27,857

% Chg. Ad Pages

1985 vs. 1984

		%
1	Financial World	33.3
2	Crain's Chicago Business	19.2
3	Harvard Business Review	10.2
4	Frequent Flyer	8.1
5	Black Enterprise	3.3
6	Economist/U.S.Ed.	0.4
7	Nation's Business	−1.3
8	Barron's	−1.8
9	Forbes	−3.2
10	Working Woman	−4.2
11	Fortune	−6.1
12	Success!	−6.3
13	Venture	−14.3
14	BusinessWeek/N.Amer.Ed.	−15.2
15	High Technology	−15.6
16	Industry Week	−19.2
17	Inc.	−23.3
18	Dun's Business Month	−25.5
19	Savvy	−26.9
20	Scientific American	−32.5
21	S. Porter's Pers. Fin.	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Crain's Chicago Business	313
2	Financial World	151
3	Frequent Flyer	57
4	Harvard Business Review	38
5	Black Enterprise	25
6	Economist/U.S.Ed.	11
7	Nation's Business	−6
8	Success!	−25
9	Barron's	−43
10	Working Woman	−54
11	High Technology	−64
12	Forbes	−123
13	Savvy	−146
14	Venture	−151
15	Dun's Business Month	−209
16	Fortune	−213
17	Industry Week	−256
18	Scientific American	−273
19	Inc.	−350
20	BusinessWeek/N.Amer.Ed.	−758
21	S. Porter's Pers. Fin.	ne
	Total	−2,076

Avg. Ad Pages/Copy

1	Forbes	128
2	Fortune	126
3	Working Woman	103
4	Inc.	96
5	BusinessWeek/N.Amer.Ed.	83
6	Venture	75
7	Harvard Business Review	68
8	Black Enterprise	66
9	Frequent Flyer	64
10	Dun's Business Month	51
11	Economist/U.S.Ed.	49
12	Scientific American	47
13	Barron's	44
14	Industry Week	43
15	S. Porter's Pers. Fin.	43
16	Crain's Chicago Business	37
17	Nation's Business	35
18	Success!	34
19	Savvy	33
20	High Technology	29
21	Financial World	23

Ad Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	169,100
2	Forbes	115,826
3	Fortune	115,743
4	Inc.	32,068
5	Barron's	22,463
6	Working Woman	20,813
7	Industry Week	15,791
8	Economist/U.S.Ed.	13,484
9	Scientific American	13,207
10	Venture	11,516
11	Crain's Chicago Business	10,039
12	Nation's Business	10,004
13	Black Enterprise	9,626
14	Dun's Business Month	8,978
15	Frequent Flyer	6,094
16	High Technology	4,816
17	Financial World	4,441
18	Savvy	3,520
19	Harvard Business Review	3,455
20	Success!	3,445
21	S. Porter's Pers. Fin.	1,638
	Total	596,067

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Financial World	44.5
2	Crain's Chicago Business	27.9
3	Economist/U.S.Ed.	22.5
4	Harvard Business Review	22.2
5	Success!	20.1
6	Nation's Business	11.5
7	Working Woman	10.5
8	Black Enterprise	10.0
9	Frequent Flyer	9.7
10	Barron's	7.0
11	Venture	6.8
12	Forbes	5.6
13	Fortune	3.6
14	High Technology	−7.0
15	Industry Week	−7.7
16	Inc.	−8.4
17	BusinessWeek/N.Amer.Ed.	−8.5
18	Dun's Business Month	−16.7
19	Scientific American	−23.1
20	Savvy	−24.8
21	S. Porter's Pers. Fin.	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Forbes	6,113
2	Fortune	4,064
3	Economist/U.S.Ed.	2,473
4	Crain's Chicago Business	2,191
5	Working Woman	1,982
6	Barron's	1,465
7	Financial World	1,368
8	Nation's Business	1,035
9	Black Enterprise	874
10	Venture	734
11	Harvard Business Review	627
12	Success!	577
13	Frequent Flyer	540
14	High Technology	−361
15	Savvy	−1,164
16	Industry Week	−1,322
17	Dun's Business Month	−1,803
18	Inc.	−2,923
19	Scientific American	−3,958
20	BusinessWeek/N.Amer.Ed.	−15,682
21	S. Porter's Pers. Fin.	ne
	Total	−3,170

Avg. Edit. Pages/Copy

1	Harvard Business Review	153
2	Forbes	103
3	Scientific American	91
4	BusinessWeek/N.Amer.Ed.	71
5	Economist U.S.Ed.	69
6	Financial World	68
7	Venture	66
8	Working Woman	66
9	Frequent Flyer	64
10	Savvy	62
11	Dun's Business Month	60
12	Inc.	59
13	Black Enterprise	58
14	S. Porter's Pers. Fin.	57
15	High Technology	54
16	Success!	52
17	Nation's Business	49
18	Industry Week	45
19	Crain's Chicago Business	27
20	Fortune	ne
21	Barron's	ne

▶

ne = not estimated

MAGAZINE PROFILES

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. C-8

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC

Primary SRDS Classification No. C-8

BusinessWeek

(North American Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Year founded: 1929
Published: 51x per year

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on

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Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

Average Circulation

1	Nation's Business	868,656
2	BusinessWeek/N.Amer.Ed.	788,209
3	Forbes	729,167
4	Fortune	729,024
5	Working Woman	715,984
6	Scientific American	640,771
7	Inc.	608,156
8	S. Porter's Pers. Fin.	355,270
9	Success!	350,897
10	Industry Week	346,851
11	Savvy	321,136
12	Venture	312,587
13	High Technology	303,808
14	Dun's Business Month	301,502
15	Frequent Flyer	300,000
16	Barron's	256,821
17	Harvard Business Review	236,228
18	Black Enterprise	232,088
19	Financial World	136,469
20	Economist/U.S.Ed.	108,326
21	Crain's Chicago Business	46,854
	Total	8,688,294

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Success!	19.6
2	Financial World	18.1
3	Inc.	15.6
4	Industry Week	14.6
5	Venture	8.6
6	Working Woman	5.6
7	Savvy	5.3
8	Frequent Flyer	5.2
9	Economist/U.S.Ed.	4.5
10	Dun's Business Month	2.9
11	Fortune	2.7
12	BusinessWeek/N.Amer.Ed.	1.6
13	Nation's Business	0.6
14	Forbes	0.4
15	Crain's Chicago Business	0.1
16	High Technology	−0.6
17	Scientific American	−1.3
18	Harvard Business Review	−2.7
19	Black Enterprise	−5.5
20	Barron's	−8.3
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Inc.	81,881
2	Success!	57,488
3	Industry Week	44,145
4	Working Woman	38,146
5	Venture	24,629
6	Financial World	20,930
7	Fortune	19,002
8	Savvy	16,301
9	Frequent Flyer	14,750
10	BusinessWeek/N.Amer.Ed.	12,569
11	Dun's Business Month	8,502
12	Nation's Business	5,141
13	Economist/U.S.Ed.	4,534
14	Forbes	2,935
15	Crain's Chicago Business	63
16	High Technology	−1,891
17	Harvard Business Review	−6,495
18	Scientific American	−8,482
19	Black Enterprise	−13,406
20	Barron's	−23,310
21	S. Porter's Pers. Fin.	ne
	Total	297,584

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Forbes	231
2	Harvard Business Review	221
3	Working Woman	168
4	Inc.	156
5	BusinessWeek/N.Amer.Ed.	154
6	Venture	141
7	Scientific American	138
8	Frequent Flyer	128
9	Black Enterprise	123
10	Economist/U.S.Ed.	118
11	Dun's Business Month	111
12	S. Porter's Pers. Fin.	100
13	Savvy	95
14	Financial World	91
15	Industry Week	88
16	Success!	86
17	Nation's Business	84
18	High Technology	82
19	Crain's Chicago Business	64
20	Fortune	ne
21	Barron's	ne

Total Revenue

ad rev. + circ. rev.		$000
1	BusinessWeek/N.Amer.Ed.	198,392
2	Forbes	145,480
3	Fortune	144,026
4	Inc.	42,198
5	Barron's	39,830
6	Working Woman	30,405
7	Scientific American	29,409
8	Economist/U.S.Ed.	21,319
9	Nation's Business	19,968
10	Frequent Flyer	19,294
11	Venture	16,218
12	Industry Week	15,791
13	Black Enterprise	12,033
14	Harvard Business Review	11,635
15	Crain's Chicago Business	11,522
16	High Technology	11,016
17	Dun's Business Month	9,189
18	Financial World	8,285
19	Success!	8,133
20	Savvy	7,272
21	S. Porter's Pers. Fin.	5,954
	Total	807,349

% Chg. Total Revenue

1985 vs. 1984		%
1	Success!	49.3
2	Financial World	30.2
3	Crain's Chicago Business	25.1
4	Economist/U.S.Ed.	17.8
5	Venture	13.9
6	Harvard Business Review	12.7
7	Frequent Flyer	11.8
8	Working Woman	9.2
9	High Technology	7.9
10	Nation's Business	6.7
11	Black Enterprise	6.3
12	Forbes	5.9
13	Fortune	4.7
14	Barron's	−0.3
15	Inc.	−3.6
16	BusinessWeek/N.Amer.Ed.	−7.2
17	Industry Week	−7.7
18	Savvy	−9.3
19	Scientific American	−12.4
20	Dun's Business Month	−16.4
21	S. Porter's Pers. Fin.	ne

Subscription Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	26,920
2	Forbes	26,464
3	Fortune	25,578
4	Frequent Flyer	13,200
5	Scientific American	12,082
6	Nation's Business	9,886
7	Inc.	9,123
8	Barron's	9,068
9	Working Woman	8,836
10	Harvard Business Review	8,011
11	Economist/U.S.Ed.	6,738
12	High Technology	5,804
13	Venture	3,886
14	Success!	3,809
15	Financial World	3,557
16	S. Porter's Pers. Fin.	3,533
17	Savvy	3,269
18	Black Enterprise	2,123
19	Crain's Chicago Business	1,324
20	Dun's Business Month	211
21	Industry Week	0
	Total	183,202

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Venture	39.9
2	Success!	38.3
3	High Technology	30.4
4	Financial World	21.3
5	Inc.	20.2
6	Frequent Flyer	12.9
7	Savvy	11.1
8	Crain's Chicago Business	10.4
9	Economist/U.S.Ed.	10.3
10	Harvard Business Review	9.0
11	Fortune	8.7
12	Forbes	8.0
13	Working Woman	6.0
14	Nation's Business	1.7
15	BusinessWeek/N.Amer.Ed.	1.1
16	Scientific American	−1.8
17	Dun's Business Month	−2.2
18	Black Enterprise	−7.6
19	Barron's	−12.4
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. C-8

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. C-20A

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. C-8

Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

Avg. Subscription Circ.

1	Nation's Business	865,958
2	BusinessWeek/N.Amer.Ed.	785,089
3	Fortune	697,776
4	Forbes	693,910
5	Working Woman	680,453
6	Inc.	580,158
7	Scientific American	503,439
8	Success!	310,970
9	S. Porter's Pers. Fin.	303,053
10	Frequent Flyer	300,000
11	Savvy	298,754
12	Venture	289,053
13	High Technology	279,437
14	Harvard Business Review	231,549
15	Black Enterprise	219,926
16	Barron's	150,424
17	Financial World	131,050
18	Economist/U.S.Ed.	97,723
19	Crain's Chicago Business	38,088
20	Dun's Business Month	7,043
21	Industry Week	0
	Total	7,453,831

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Financial World	20.6
2	Success!	20.3
3	Inc.	17.7
4	Venture	9.4
5	Working Woman	5.8
6	Frequent Flyer	5.2
7	Crain's Chicago Business	4.3
8	Economist/U.S.Ed.	3.8
9	Savvy	3.5
10	Fortune	2.7
11	High Technology	1.7
12	BusinessWeek/N.Amer.Ed.	1.7
13	Forbes	0.4
14	Nation's Business	0.4
15	Scientific American	−1.8
16	Harvard Business Review	−2.9
17	Black Enterprise	−5.7
18	Dun's Business Month	−8.7
19	Barron's	−12.4
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Inc.	87,358
2	Success!	52,492
3	Working Woman	37,600
4	Venture	24,838
5	Financial World	22,391
6	Fortune	18,319
7	Frequent Flyer	14,750
8	BusinessWeek/N.Amer.Ed.	12,432
9	Savvy	10,090
10	High Technology	4,678
11	Economist/U.S.Ed.	3,549
12	Nation's Business	3,322
13	Forbes	2,922
14	Crain's Chicago Business	1,574
15	Dun's Business Month	−668
16	Harvard Business Review	−6,921
17	Scientific American	−9,229
18	Black Enterprise	−13,352
19	Barron's	−21,353
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne
	Total	244,782

Newsstand Revenue

		$000
1	Barron's	8,299
2	Scientific American	4,120
3	Forbes	3,170
4	Fortune	2,705
5	BusinessWeek/N.Amer.Ed.	2,372
6	Economist/U.S.Ed.	1,097
7	Inc.	1,008
8	Success!	878
9	Venture	836
10	S. Porter's Pers. Fin.	783
11	Working Woman	[illegible]
12	High Technology	597
13	Savvy	483
14	Financial World	287
15	Black Enterprise	285
16	Harvard Business Review	168
17	Crain's Chicago Business	158
18	Nation's Business	77
19	Frequent Flyer	0
20	Industry Week	0
21	Dun's Business Month	0
	Total	28,879

Avg. Newsstand Circ.

1	Scientific American	137,333
2	Barron's	108,397
3	S. Porter's Pers. Fin.	52,217
4	Success!	39,928
5	Forbes	35,258
6	Fortune	31,248
7	Inc.	27,908
8	Working Woman	25,211
9	High Technology	24,372
10	Venture	23,544
11	BusinessWeek/N.Amer.Ed.	23,140
12	Savvy	22,382
13	Black Enterprise	12,162
14	Economist/U.S.Ed.	8,604
15	Financial World	5,419
16	Harvard Business Review	4,680
17	Crain's Chicago Business	2,821
18	Nation's Business	2,700
19	Industry Week	0
20	Frequent Flyer	0
21	Dun's Business Month	0
	Total	585,414

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Nation's Business	206.1
2	Savvy	38.4
3	Success!	14.3
4	Economist/U.S.Ed.	12.9
5	Harvard Business Review	10.0
6	Fortune	2.2
7	Working Woman	2.2
8	BusinessWeek/N.Amer.Ed.	0.6
9	Scientific American	0.5
10	Forbes	0.0
11	Black Enterprise	−0.4
12	Venture	−0.9
13	Barron's	−1.8
14	Crain's Chicago Business	−8.5
15	Inc.	−16.4
16	High Technology	−20.7
17	Financial World	−21.2
18	Frequent Flyer	n/a
19	Industry Week	n/a
20	Dun's Business Month	n/a
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Savvy	6,211
2	Success!	4,997
3	Nation's Business	1,818
4	Economist/U.S.Ed.	986
5	Scientific American	746
6	Fortune	683
7	Working Woman	545
8	Harvard Business Review	426
9	BusinessWeek/N.Amer.Ed.	127
10	Forbes	14
11	Black Enterprise	−54
12	Venture	−210
13	Crain's Chicago Business	−263
14	Financial World	−1,462
15	Barron's	−1,966
16	Inc.	−5,497
17	High Technology	−6,369
18	Industry Week	n/a
19	Dun's Business Month	n/a
20	Frequent Flyer	n/a
21	S. Porter's Pers. Fin.	ne
	Total	732

% Chg. News. Revenue

1985 vs. 1984

		%
1	Nation's Business	221.2
2	Success!	28.6
3	Savvy	24.6
4	Venture	19.8
5	Harvard Business Review	18.6
6	Economist/U.S.Ed.	13.0
7	Fortune	12.7
8	Working Woman	9.5
9	Black Enterprise	5.0
10	Forbes	1.0
11	Scientific American	0.5
12	Crain's Chicago Business	−1.0
13	BusinessWeek/N.Amer.Ed.	−1.4
14	Barron's	−3.7
15	Inc.	−16.4
16	High Technology	−19.2
17	Financial World	−19.7
18	Dun's Business Month	n/a
19	Frequent Flyer	n/a
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: 51X per year

Editorial Description: The Economist is written for the senior executive with international responsibilities. Each week it analyzes major developments in business, finance and politics around the world. Regular editorial sections include American Survey, World Business, Finance, Europe and Britain. In addition, special editorial sections focus on specific countries, markets and industries.

Member: ABC

Primary SRDS Classification No. C-8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Editorial Description: Financial World is edited for investment professionals, corporate executives concerned with the investment markets and high net worth investors. It contains news coverage and features on how business and the economy affect investment activities. Articles cover such subjects as the fortunes of individual companies and industries, the investment techniques and activities of pension funds and investment banks, corporate management, Wall Street news and the action on the exchanges. Columns cover such topics as the stock market, futures and commodities, international investing, fixed income instruments and technical investing. In alternate biweekly issues, it publishes a stock guide with stocks and mutual funds.

Member: ABC

Primary SRDS Classification No. C-8

Forbes

Forbes Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: 20X per year

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documenta- ▶

Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

tion. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC
Primary SRDS Classification No. C-8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1930
Published: Biweekly

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC
Primary SRDS Classification No. C-8

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. C-8

Harvard Business Review

Harvard Graduate School of Business
Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC
Primary SRDS Classification No. C-8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC
Primary SRDS Classification No. C-8

Inc.

The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Editorial Description: Inc. Magazine is edited for the owners and executives of small to mid-sized, privately held, growing companies. Inc. dramatizes the opportunities, challenges and rewards of building a business. Each month, the magazine showcases original and provocative management approaches in such areas as capital and finance, marketing, and managing people. The magazine also regularly profiles America's leading growth companies, and explores trends that effect small to mid-sized companies. In addition, Inc. strives to help policy-makers in capital markets and government develop an understanding of the critical contribution growth companies make to the vitality of the American economy.

Member: ABC

Primary SRDS Classification No. C-8

Industry Week

Penton Publishing Company
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC

Primary SRDS Classification No. C-8

Nation's Business

U.S. Chamber of Commerce
1615 H St. N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1912
Published: Monthly

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC
Primary SRDS Classification No. C-8

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10017
(212) 340-9200
Year founded: 1979
Published: Monthly

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC
Primary SRDS Classification No. C-8

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA
Primary SRDS Classification No. C-43

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954; relaunched 1984
Published: 11X per year

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC
Primary SRDS Classification No. C-22

(Continued on page 136)

CITY & REGIONAL

Ad Pages

1 New York	3,151
2 Los Angeles Magazine	2,241
3 Washingtonian	1,972
4 Boston Magazine	1,950
5 Crain's Chicago Business	1,944
6 San Diego Magazine	1,857
7 Sunset	1,837
8 Chicago	1,734
9 Philadelphia Magazine	1,716
10 Texas Monthly	1,640
11 Southern Living	1,588
12 D	1,574
13 Palm Springs Life	1,354
14 San Francisco Focus	1,173
15 Houston Home & Garden	1,077
16 Yankee	948
17 Texas Homes	898
18 California	894
19 Southern Accents	540
20 Arizona Highways	0
Total	30,098

% Chg. Ad Pages

1985 vs. 1984

	%
1 Crain's Chicago Business	19.2
2 Southern Accents	11.6
3 California	7.2
4 Boston Magazine	6.5
5 Washingtonian	5.7
6 New York	5.6
7 Philadelphia Magazine	5.0
8 Sunset	3.1
9 San Diego Magazine	0.1
10 Southern Living	−0.3
11 Chicago	−2.3
12 D	−3.2
13 Texas Homes	−3.5
14 Texas Monthly	−3.9
15 Yankee	5.0
16 Los Angeles Magazine	−11.4
17 Houston Home & Garden	−13.4
18 Arizona Highways	n/a
19 Palm Springs Life	ne
20 San Francisco Focus	ne

Net Chg. Ad Pages

1985 vs. 1984

1 Crain's Chicago Business	313
2 New York	166
3 Boston Magazine	119
4 Washingtonian	106
5 Philadelphia Magazine	81
6 California	60
7 Southern Accents	56
8 Sunset	55
9 San Diego Magazine	2
10 Southern Living	−4
11 Texas Homes	−33
12 Chicago	−41
13 Yankee	−50
14 D	−52
15 Texas Monthly	−67
16 Houston Home & Garden	−167
17 Los Angeles Magazine	−287
18 Arizona Highways	n/a
19 Palm Springs Life	ne
20 San Francisco Focus	ne
Total	257

Avg. Ad Pages/Copy

1 Los Angeles Magazine	187
2 Washingtonian	164
3 Boston Magazine	162
4 San Diego Magazine	156
5 Sunset	153
6 Chicago	144
7 Philadelphia Magazine	143
8 Texas Monthly	137
9 Southern Living	132
10 D	131
11 Palm Springs Life	113
12 San Francisco Focus	98
13 Southern Accents	90
14 Houston Home & Garden	90
15 Yankee	79
16 Texas Homes	75
17 California	75
18 New York	63
19 Crain's Chicago Business	37
20 Arizona Highways	0

Ad Revenue

	$000
1 Southern Living	57,774
2 Sunset	47,979
3 New York	38,331
4 Texas Monthly	15,623
5 Los Angeles Magazine	12,910
6 Chicago	10,466
7 Crain's Chicago Business	10,039
8 California	9,153
9 Washingtonian	8,194
10 Boston Magazine	8,154
11 Yankee	7,954
12 Philadelphia Magazine	7,656
13 D	6,572
14 San Diego Magazine	5,423
15 Houston Home & Garden	4,964
16 San Francisco Focus	4,760
17 Palm Springs Life	4,627
18 Texas Homes	3,879
19 Southern Accents	3,233
20 Arizona Highways	0
Total	267,881

% Chg. Ad Revenue

1985 vs. 1984

	%
1 Crain's Chicago Business	27.9
2 Southern Accents	18.9
3 Boston Magazine	17.3
4 Washingtonian	13.2
5 New York	12.3
6 Philadelphia Magazine	11.8
7 Sunset	11.4
8 D	10.4
9 California	10.3
10 San Diego Magazine	8.9
11 Southern Living	8.3
12 Yankee	7.5
13 Texas Homes	6.4
14 Texas Monthly	2.9
15 Chicago	−0.8
16 Los Angeles Magazine	−2.8
17 Houston Home & Garden	−7.1
18 Arizona Highways	n/a
19 Palm Springs Life	ne
20 San Francisco Focus	ne

Net Chg. Ad Revenue

1985 vs. 1984

	$000
1 Sunset	4,929
2 Southern Living	4,439
3 New York	4,193
4 Crain's Chicago Business	2,191
5 Boston Magazine	1,204
6 Washingtonian	954
7 California	857
8 Philadelphia Magazine	808
9 D	622
10 Yankee	558
11 Southern Accents	514
12 San Diego Magazine	444
13 Texas Monthly	439
14 Texas Homes	235
15 Chicago	−85
16 Los Angeles Magazine	−366
17 Houston Home & Garden	−381
18 Arizona Highways	n/a
19 Palm Springs Life	ne
20 San Francisco Focus	ne
Total	21,555

Avg. Edit. Pages/Copy

1 San Diego Magazine	142
2 Washingtonian	134
3 Chicago	130
4 Boston Magazine	119
5 Southern Living	117
6 Yankee	106
7 Texas Monthly	104
8 Sunset	102
9 Southern Accents	100
10 Philadelphia Magazine	100
11 New York	97
12 San Francisco Focus	95
13 Palm Springs Life	89
14 D	87
15 California	70
16 Houston Home & Garden	68
17 Texas Homes	64
18 Arizona Highways	42
19 Crain's Chicago Business	27
20 Los Angeles Magazine	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Arizona Highways

State of Arizona, Department of Transportation
2039 West Lewis Avenue
Phoenix, AZ 85009
(602) 258-6641
Year founded: 1925
Published: Monthly

Editorial Description: Arizona Highways magazine explores the natural beauty of Arizona with award-winning photography and articles about the state's history, culture and people.

Boston Magazine

Boston Magazine, Inc.
300 Massachusetts Ave.
Boston, MA 02115
(617) 262-9700
Year founded: 1971
Published: Monthly

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC

Primary SRDS Classification No. C-30A

California

California Magazine, Ltd.
11601 Wilshire Boulevard, Suite 1800
Los Angeles, CA 90025
(213) 479-6511
Year founded: 1976
Published: Monthly

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: ABC

Primary SRDS Classification No. C-30A

Chicago

WFMT, Inc.
303 East Wacker Drive
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with ▶

Figures are FOLIO estimates for the calendar year 1985.

CITY & REGIONAL

Continued

Average Circulation

1	Southern Living	2,308,055
2	Sunset	1,398,618
3	Yankee	997,570
4	New York	441,701
5	Arizona Highways	404,905
6	California	299,998
7	Texas Monthly	285,082
8	Chicago	220,557
9	Southern Accents	206,562
10	San Francisco Focus	172,384
11	Los Angeles Magazine	166,649
12	Philadelphia Magazine	153,076
13	Washingtonian	140,425
14	Boston Magazine	131,498
15	Houston Home & Garden	85,145
16	Texas Homes	83,863
17	D	80,262
18	San Diego Magazine	60,097
19	Crain's Chicago Business	46,854
20	Palm Springs Life	15,685
	Total	7,698,986

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Southern Accents	16.2
2	Boston Magazine	10.2
3	California	9.7
4	Philadelphia Magazine	5.6
5	San Diego Magazine	5.3
6	Yankee	4.5
7	Washingtonian	3.4
8	Southern Living	2.3
9	New York	1.1
10	Los Angeles Magazine	1.0
11	Sunset	0.4
12	Crain's Chicago Business	0.1
13	Arizona Highways	−0.6
14	Texas Homes	−0.9
15	Houston Home & Garden	−0.9
16	Chicago	−1.1
17	D	−1.1
18	Texas Monthly	−1.3
19	San Francisco Focus	ne
20	Palm Springs Life	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Southern Living	52,506
2	Yankee	42,629
3	Southern Accents	28,819
4	California	26,491
5	Boston Magazine	12,218
6	Philadelphia Magazine	8,118
7	Sunset	5,281
8	New York	4,922
9	Washingtonian	4,564
10	San Diego Magazine	3,050
11	Los Angeles Magazine	1,688
12	Crain's Chicago Business	63
13	Texas Homes	−720
14	Houston Home & Garden	−785
15	D	−870
16	Chicago	−2,354
17	Arizona Highways	−2,488
18	Texas Monthly	−3,824
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	179,308

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Washingtonian	298
2	San Diego Magazine	296
3	Boston Magazine	282
4	Chicago	274
5	Sunset	255
6	Southern Living	249
7	Philadelphia Magazine	243
8	Texas Monthly	241
9	D	218
10	Palm Springs Life	201
11	San Francisco Focus	193
12	Southern Accents	190
13	Yankee	185
14	New York	160
15	Houston Home & Garden	158
16	California	144
17	Texas Homes	139
18	Crain's Chicago Business	64
19	Arizona Highways	42
20	Los Angeles Magazine	ne

Total Revenue

ad rev. + circ. rev.		$000
1	Southern Living	100,633
2	Sunset	62,923
3	New York	52,750
4	Yankee	22,333
5	Texas Monthly	20,041
6	Los Angeles Magazine	16,020
7	Chicago	13,590
8	California	11,956
9	Crain's Chicago Business	11,522
10	Washingtonian	10,904
11	Boston Magazine	9,901
12	Philadelphia Magazine	9,765
13	D	7,663
14	Southern Accents	7,175
15	San Diego Magazine	6,286
16	Houston Home & Garden	6,232
17	San Francisco Focus	5,707
18	Arizona Highways	5,597
19	Texas Homes	5,340
20	Palm Springs Life	5,219
	Total	301,557

% Chg. Total Revenue

1985 vs. 1984		%
1	Crain's Chicago Business	25.1
2	Boston Magazine	17.8
3	Southern Accents	16.9
4	Washingtonian	10.9
5	Southern Living	10.7
6	Philadelphia Magazine	10.6
7	New York	10.4
8	California	9.4
9	Sunset	8.1
10	D	8.0
11	San Diego Magazine	7.9
12	Yankee	7.8
13	Texas Homes	4.8
14	Texas Monthly	2.0
15	Chicago	−1.7
16	Los Angeles Magazine	−3.0
17	Houston Home & Garden	−5.1
18	Arizona Highways	−8.9
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Subscription Revenue

		$000
1	Southern Living	38,168
2	Sunset	13,240
3	Yankee	13,094
4	New York	10,741
5	Arizona Highways	4,713
6	Texas Monthly	3,311
7	Southern Accents	2,707
8	Chicago	2,493
9	California	2,384
10	Washingtonian	1,662
11	Los Angeles Magazine	1,652
12	Philadelphia Magazine	1,390
13	Crain's Chicago Business	1,324
14	Boston Magazine	1,130
15	Texas Homes	1,085
16	Houston Home & Garden	891
17	San Francisco Focus	837
18	D	757
19	San Diego Magazine	587
20	Palm Springs Life	169
	Total	102,335

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Boston Magazine	19.9
2	Southern Accents	16.3
3	Southern Living	13.6
4	Crain's Chicago Business	10.4
5	California	10.2
6	Yankee	9.8
7	Philadelphia Magazine	6.8
8	Los Angeles Magazine	6.0
9	New York	4.4
10	San Diego Magazine	3.8
11	D	3.8
12	Houston Home & Garden	2.9
13	Washingtonian	2.7
14	Texas Monthly	0.9
15	Sunset	−2.2
16	Texas Homes	−2.9
17	Chicago	−5.2
18	Arizona Highways	−11.4
19	Palm Springs Life	ne
20	San Francisco Focus	ne

ne = not estimated

MAGAZINE PROFILES

interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. C-30A

Crain's Chicago Business

Crain Communications Inc.
740 Rush Street
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. C-20A

D

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC

Primary SRDS Classification No. C-30A

Houston Home & Garden

City Home Publishing, Inc.
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

▶

Figures are Folio estimates for the calendar year 1985.

CITY & REGIONAL

Continued

Avg. Subscription Circ.

1	Southern Living	2,151,682
2	Sunset	1,303,913
3	Yankee	927,148
4	New York	400,827
5	Arizona Highways	362,783
6	California	282,525
7	Texas Monthly	238,955
8	Chicago	198,020
9	San Francisco Focus	167,387
10	Southern Accents	155,104
11	Philadelphia Magazine	122,343
12	Los Angeles Magazine	112,652
13	Boston Magazine	105,131
14	Washingtonian	95,617
15	Houston Home & Garden	71,939
16	Texas Homes	71,332
17	D	65,979
18	San Diego Magazine	48,583
19	Crain's Chicago Business	38,088
20	Palm Springs Life	7,690
	Total	6,927,[illegible]

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Southern Accents	17.9
2	California	11.2
3	Boston Magazine	9.4
4	Los Angeles Magazine	9.4
5	San Diego Magazine	7.1
6	Philadelphia Magazine	5.6
7	Yankee	5.5
8	Crain's Chicago Business	4.3
9	D	3.9
10	Southern Living	2.0
11	Washingtonian	1.6
12	New York	1.3
13	Houston Home & Garden	1.2
14	Arizona Highways	0.0
15	Sunset	0.0
16	Texas Monthly	−0.3
17	Chicago	−0.4
18	Texas Homes	−2.9
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Yankee	48,465
2	Southern Living	42,265
3	California	28,434
4	Southern Accents	23,495
5	Los Angeles Magazine	9,658
6	Boston Magazine	9,014
7	Philadelphia Magazine	6,447
8	New York	5,254
9	San Diego Magazine	3,229
10	D	2,494
11	Crain's Chicago Business	1,574
12	Washingtonian	1,518
13	Houston Home & Garden	854
14	Arizona Highways	50
15	Sunset	−123
16	Texas Monthly	−769
17	Chicago	−838
18	Texas Homes	−2,118
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	178,903

Newsstand Revenue

		$000
1	Southern Living	4,891
2	New York	3,679
3	Sunset	1,705
4	Los Angeles Magazine	1,458
5	Yankee	1,284
6	Southern Accents	1,235
7	Texas Monthly	1,107
8	Washingtonian	1,049
9	Arizona Highways	885
10	Philadelphia Magazine	719
11	Chicago	630
12	Boston Magazine	617
13	Palm Springs Life	423
14	California	419
15	Houston Home & Garden	377
16	Texas Homes	376
17	D	334
18	San Diego Magazine	276
19	Crain's Chicago Business	158
20	San Francisco Focus	110
	Total	21,532

Avg. Newsstand Circ.

1	Southern Living	156,374
2	Sunset	94,705
3	Yankee	70,422
4	Los Angeles Magazine	53,998
5	Southern Accents	51,459
6	Texas Monthly	46,128
7	Washingtonian	44,809
8	Arizona Highways	42,122
9	New York	40,874
10	Philadelphia Magazine	30,734
11	Boston Magazine	26,367
12	Chicago	22,538
13	California	17,473
14	D	14,283
15	Houston Home & Garden	13,206
16	Texas Homes	12,531
17	San Diego Magazine	11,514
18	Palm Springs Life	7,995
19	San Francisco Focus	4,998
20	Crain's Chicago Business	2,821
	Total	765,351

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Boston Magazine	13.8
2	Texas Homes	12.6
3	Southern Accents	11.5
4	Washingtonian	7.3
5	Southern Living	7.1
6	Sunset	6.1
7	Philadelphia Magazine	5.8
8	New York	−0.8
9	San Diego Magazine	−1.5
10	Arizona Highways	−5.7
11	Texas Monthly	−6.2
12	Chicago	−6.3
13	Yankee	−7.7
14	Crain's Chicago Business	−8.5
15	California	−10.0
16	Houston Home & Garden	−11.0
17	Los Angeles Magazine	−12.9
18	D	−19.1
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Southern Living	10,332
2	Sunset	5,403
3	Southern Accents	5,324
4	Boston Magazine	3,203
5	Washingtonian	3,046
6	Philadelphia Magazine	1,672
7	Texas Homes	1,399
8	San Diego Magazine	−179
9	Crain's Chicago Business	−263
10	New York	−332
11	Chicago	−1,517
12	Houston Home & Garden	−1,639
13	California	−1,943
14	Arizona Highways	−2,538
15	Texas Monthly	−3,056
16	D	−3,364
17	Yankee	−5,837
18	Los Angeles Magazine	−7,970
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	1,741

% Chg. News. Revenue

1985 vs. 1984

		%
1	Boston Magazine	21.2
2	Southern Living	19.0
3	Southern Accents	13.0
4	Texas Homes	12.5
5	New York	10.2
6	Washingtonian	7.3
7	Arizona Highways	7.2
8	Sunset	6.1
9	Houston Home & Garden	5.9
10	Philadelphia Magazine	5.8
11	Crain's Chicago Business	−1.0
12	San Diego Magazine	−1.7
13	Chicago	−2.9
14	Texas Monthly	−6.2
15	Yankee	−7.7
16	California	−10.0
17	Los Angeles Magazine	−12.9
18	D	−19.1
19	Palm Springs Life	ne
20	San Francisco Focus	ne

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Houston Home & Garden is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertainment ideas.

Member: ABC

Primary SRDS Classification No. C-24

Los Angeles Magazine

Los Angeles Magazines, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. C-30A

New York

Murdoch Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC

Primary SRDS Classification No. C-36A

Palm Springs Life

Desert Publications, Inc.
303 N. Indian Ave.
Palm Springs, CA 92262
(619) 325-2333
Year founded: 1946
Published: Monthly

Editorial Description: Palm Springs Life and Guide are edited for the cosmopolitan resident and vacationer of the desert resort area. Editorial content covers the social and economic life of the community it serves. In addition to in-depth articles geared to the interest of country club members, the cultural scene is also reported. Golf and other participant sports are covered. Emphasis is placed on the concept of photo journalism. Local editorials, business news and travel news are carried in regular departments.

Primary SRDS Classification No. C-30A ▶

Figures are Folio estimates for the calendar year 1985.

CITY & REGIONAL

Continued

Philadelphia Magazine

Philadelphia Magazine, Inc.
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC

Primary SRDS Classification No. C-30A

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. C-30A

San Francisco Focus

KQED, Inc.
680 Eighth Street
San Francisco, CA 94103
(415) 553-2800
Year founded: 1968
Published: Monthly

Editorial Description: San Francisco Focus covers the people and the issues, the arts and entertainment that are vital to San Francisco. Includes regular editorial coverage of fashion, food, home interiors, and travel with monthly coverage of restaurants, film, performing arts and visual arts.

Member: ABC

Primary SRDS Classification No. C-30A

Southern Accents

Southern Accents, Inc.
820 Shades Creek Parkway
P.O. Box 10411
Birmingham, AL 35201
(205) 877-6000
Year founded: 1977
Published: Bimonthly

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, period furniture, gardens and the arts are regular features.

Member: ABC

Primary SRDS Classification No. C-24

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. C-24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. C-24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC

Primary SRDS Classification No. C-30A

Texas Monthly

Texas Monthly, Inc.
P.O. Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. C-30A

The Washingtonian

Washington Magazine, Inc.
1828 L Street, N.W. #200
Washington, DC 20036
(202) 296-3600
Year founded: 1965
Published: Monthly

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. C-30A

Yankee

Yankee Publishing Inc.
33 Union St.
Boston, MA 02158
(617) 723-4309
Year founded: 1935
Published: Monthly

Editorial Description: Yankee is written for people who love New England's traditions and values. Yankee publishes New England humor, practical articles, photo essays, fiction, poetry and personalities. Regular service departments include travel and traveller's tips, cooking, food and recipes, shopping, small businesses, craftsmanship, advice on buying and repairing homes, and book reviews.

Member: ABC

Primary SRDS Classification No. C-22

Figures are Folio estimates for the calendar year 1985.

COMPUTING

Ad Pages

1	PC Magazine	4,526
2	Byte	3,613
3	PC World	2,516
4	Personal Computing	1,791
5	InfoWorld	1,616
6	A+	1,401
7	Macworld	1,341
8	Compute!'s Gazette	844
9	Run	713
10	Compute!	602
11	Family Computing	489
	Total	19,454

% Chg. Ad Pages

1985 vs. 1984		%
1	Personal Computing	−6.2
2	PC World	−7.2
3	Byte	−7.7
4	PC Magazine	−19.5
5	Compute!'s Gazette	−19.6
6	Family Computing	−29.6
7	InfoWorld	−30.7
8	Compute!	−37.7
9	Macworld	ne
10	Run	ne
11	A+	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Personal Computing	−119
2	PC World	−195
3	Family Computing	−206
4	Compute!'s Gazette	−206
5	Byte	−301
6	Compute!	−364
7	InfoWorld	−716
8	PC Magazine	−1,099
9	A+	ne
10	Run	ne
11	Macworld	ne
	Total	−3,206

Avg. Ad Pages/Copy

1	Byte	278
2	PC World	210
3	PC Magazine	174
4	Personal Computing	149
5	A+	117
6	Macworld	103
7	Compute!'s Gazette	70
8	Run	59
9	Compute!	50
10	Family Computing	41
11	InfoWorld	32

Ad Revenue

		$000
1	PC Magazine	35,000
2	Byte	26,274
3	PC World	22,631
4	Personal Computing	17,000
5	Macworld	8,236
6	A+	7,369
7	InfoWorld	7,265
8	Family Computing	4,481
9	Compute!	4,188
10	Compute!'s Gazette	3,577
11	Run	2,679
	Total	138,700

% Chg. Ad Revenue

1985 vs. 1984		%
1	PC World	14.3
2	PC Magazine	13.3
3	Byte	0.6
4	InfoWorld	−4.0
5	Personal Computing	−6.8
6	Compute!'s Gazette	−11.6
7	Family Computing	−27.3
8	Compute!	−31.4
9	Run	ne
10	A+	ne
11	Macworld	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	PC Magazine	4,112
2	PC World	2,825
3	Byte	165
4	InfoWorld	−304
5	Compute!'s Gazette	−468
6	Personal Computing	−1,245
7	Family Computing	−1,681
8	Compute!	−1,921
9	Run	ne
10	Macworld	ne
11	A+	ne
	Total	1,483

Avg. Edit. Pages/Copy

1	Byte	195
2	Compute!'s Gazette	161
3	PC Magazine	145
4	PC World	132
5	Personal Computing	103
6	A+	91
7	Compute!	86
8	Run	83
9	Macworld	69
10	Family Computing	62
11	InfoWorld	35

▶

ne = not estimated

MAGAZINE PROFILES

A+

The Independent Guide for Apple Computing

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5105
Year founded: 1983
Published: Monthly

Editorial Description: A+ is edited for the application-oriented owner, user, buyer of any Apple microcomputer. Editorial covers subjects for both professional and home use, including entertainment. Each issue includes new product evaluations as well as new applications and uses.

Member: BPA

Primary SRDS Classification No. C-10A

BYTE

The Small Systems Journal

McGraw-Hill Information Systems Company—
Computers & Communications Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1975
Published: 13x per year

Editorial Description: BYTE is a magazine edited for knowledgeable microcomputer owners and users for both business and personal applications. BYTE explores a different theme each month in depth and also provides a variety of feature articles that emphasize new technology, describe innovative applications of personal computers, and give previews of major new hardware and software products. Reviews provide formal appraisal of machines, peripherals, languages, applications programs, programming tools and operating systems.

Member: ABC

Primary SRDS Classification No. C-10A

COMPUTE!

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1979
Published: Monthly

Editorial Description: COMPUTE! is devoted to the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc.; IBM and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks; "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC

Primary SRDS Classification No. C-10A

COMPUTE!'s Gazette

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1983
Published: Monthly

Editorial Description: COMPUTE!'s Gazette is a monthly magazine specifically edited for owners and users of Commodore personal computers. Designed for beginning to intermediate users, monthly features include columns, reader feedback, tutorials on programming and computer use, product reviews, and ready-to-type listings of games, home applications and educational programs.

Member: ABC

Primary SRDS Classification No. C-10A

COMPUTING

Continued

Average Circulation

1	Personal Computing	533,748
2	Family Computing	402,760
3	Byte	388,566
4	Compute!	361,228
5	Compute!'s Gazette	299,896
6	PC World	283,846
7	PC Magazine	266,618
8	Run	183,961
9	A+	183,276
10	Macworld	149,425
11	InfoWorld	148,904
	Total	3,202,228

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	PC Magazine	65.9
2	InfoWorld	26.6
3	PC World	21.8
4	Family Computing	15.3
5	Compute!'s Gazette	9.8
6	Compute!	4.7
7	Personal Computing	– 2.2
8	Byte	– 2.5
9	Macworld	ne
10	A+	ne
11	Run	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	PC Magazine	105,921
2	Family Computing	53,321
3	PC World	50,828
4	InfoWorld	31,281
5	Compute!'s Gazette	26,713
6	Compute!	16,081
7	Byte	– 9,855
8	Personal Computing	– 11,935
9	A+	ne
10	Macworld	ne
11	Run	ne
	Total	262,355

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Byte	473
2	PC World	341
3	PC Magazine	319
4	Personal Computing	252
5	Compute!'s Gazette	232
6	A+	208
7	Macworld	172
8	Run	143
9	Compute!	137
10	Family Computing	102
11	InfoWorld	67

Total Revenue

	ad rev. + circ. rev.	$000
1	PC Magazine	43,012
2	Byte	36,694
3	PC World	28,206
4	Personal Computing	24,516
5	Macworld	13,193
6	Compute!	12,954
7	Compute!'s Gazette	11,762
8	A+	10,867
9	InfoWorld	10,821
10	Family Computing	10,081
11	Run	7,327
	Total	209,433

% Chg. Total Revenue

	1985 vs. 1984	%
1	PC Magazine	15.3
2	PC World	10.3
3	Compute!'s Gazette	3.9
4	InfoWorld	2.7
5	Byte	– 1.0
6	Personal Computing	– 7.4
7	Family Computing	– 9.6
8	Compute!	– 16.3
9	A+	ne
10	Macworld	ne
11	Run	ne

Subscription Revenue

		$000
1	Byte	6,204
2	Personal Computing	5,891
3	PC Magazine	5,668
4	Compute!	4,222
5	Family Computing	3,853
6	Compute!'s Gazette	3,840
7	PC World	3,423
8	InfoWorld	2,923
9	Run	2,126
10	A+	1,883
11	Macworld	1,764
	Total	41,797

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	PC Magazine	126.0
2	Compute!'s Gazette	38.9
3	InfoWorld	33.5
4	PC World	30.7
5	Compute!	28.7
6	Family Computing	16.9
7	Byte	1.5
8	Personal Computing	– 3.8
9	A+	ne
10	Macworld	ne
11	Run	ne

▶

ne = not estimated

MAGAZINE PROFILES

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3585
Year founded: 1983
Published: Monthly

Editorial Description: Family Computing is aimed at consumers who have adapted computing into their lifestyles. There is an emphasis on home office applications, which includes bringing work home from the office and operating a business at home. Other key applications are personal finance, productivity, education and entertainment. Regular features include buyer's guides, with comprehensive comparisons, and new hardware previews. Each month the Software Guide and Software Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles include the experiences of actual personal computer owners, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC
Primary SRDS Classification No. C-10A

InfoWorld

The Newspaper for the Microcomputing Community

Popular Computing, Inc.
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602
Year founded: 1979
Published: 50X per year

Editorial Description: InfoWorld is a newsweekly about the personal computer industry. InfoWorld reports on the news, provides new product information, reviews new products, analyses the trends and provides authoritative "insider" information to microcomputer users who have a professional need to know about personal computing.

Member: ABC

SRDS Classification Numbers: C-36A, B-5A

Macworld

PC World Communications, Inc.
555 De Haro St.
San Francisco, CA 94107
(415) 648-6712
Year founded: 1984
Published: 13X per year

Editorial Description: Macworld is published for owners and potential buyers of the Macintosh computer. Macworld is divided into four principal sections: news, features, departments, and reviews. Each issue provides new product information, how to information, and solutions for applications. Editorial scope extends from beginning users to advanced Macintosh users.
Member: BPA
Primary SRDS Classification No. C-10A

PC Magazine

The Independent Guide to IBM Personal Computers

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5100

▶

Figures are Folio estimates for the calendar year 1985.

COMPUTING

Continued

Avg. Subscription Circ.

1	Personal Computing	485,217
2	Family Computing	343,564
3	Byte	296,677
4	PC Magazine	236,080
5	Compute!	232,864
6	PC World	223,028
7	Compute!'s Gazette	177,141
8	InfoWorld	141,677
9	A+	137,730
10	Run	112,752
11	Macworld	87,252
	Total	2,473,982

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	PC Magazine	119.2
2	PC World	49.7
3	Compute!	34.7
4	Compute!'s Gazette	32.9
5	InfoWorld	31.1
6	Family Computing	20.2
7	Personal Computing	1.4
8	Byte	1.1
9	Macworld	ne
10	A+	ne
11	Run	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	PC Magazine	128,369
2	PC World	74,053
3	Compute!	59,953
4	Family Computing	57,712
5	Compute!'s Gazette	43,832
6	InfoWorld	33,639
7	Personal Computing	6,641
8	Byte	3,225
9	Macworld	ne
10	A+	ne
11	Run	ne
	Total	407,424

Newsstand Revenue

		$000
1	Compute!	4,544
2	Compute!'s Gazette	4,346
3	Byte	4,217
4	Macworld	3,193
5	Run	2,521
6	PC Magazine	2,344
7	PC World	2,153
8	Family Computing	1,747
9	Personal Computing	1,625
10	A+	1,614
11	InfoWorld	632
	Total	28,936

Avg. Newsstand Circ.

1	Compute!	128,364
2	Compute!'s Gazette	122,755
3	Byte	91,889
4	Run	71,210
5	Macworld	62,173
6	PC World	60,818
7	Family Computing	59,196
8	Personal Computing	48,531
9	A+	45,546
10	PC Magazine	30,558
11	InfoWorld	7,227
	Total	728,267

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Family Computing	−6.9
2	Compute!'s Gazette	−12.2
3	Byte	−12.5
4	PC World	−14.9
5	InfoWorld	−24.6
6	Compute!	−25.5
7	Personal Computing	−27.7
8	PC Magazine	−42.3
9	A+	ne
10	Run	ne
11	Macworld	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	InfoWorld	−2,358
2	Family Computing	−4,392
3	PC World	−10,669
4	Byte	−13,081
5	Compute!'s Gazette	−17,119
6	Personal Computing	−18,575
7	PC Magazine	−22,448
8	Compute!	−43,872
9	Run	ne
10	A+	ne
11	Macworld	ne
	Total	−132,514

% Chg. News. Revenue

1985 vs. 1984

		%
1	Family Computing	2.7
2	Compute!'s Gazette	−3.8
3	Byte	−12.7
4	InfoWorld	−18.2
5	Personal Computing	−23.3
6	Compute!	−25.5
7	PC World	−31.5
8	PC Magazine	−40.0
9	A+	ne
10	Run	ne
11	Macworld	ne

ne = not estimated

MAGAZINE PROFILES

Year founded: 1981
Published: Biweekly

Editorial Description: PC Magazine is for active buyers of IBM/MS DOS standard microcomputers, software, peripherals and accessories. PC Magazine is written to promote enhanced business productivity through the use of spreadsheets, database management, graphics, accounting, communications, networks and other applications. Major elements of the magazine include extensive comparative product reviews, applications stories, news analysis, new product announcements, and columns.

Member: BPA

Primary SRDS Classification No. C-10A

PC World

PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861
Year founded: 1982
Published: Monthly

Editorial Description: PC World is the personal computer magazine for users of IBM-standard personal computers. Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user profiles and general news of interest to the PC community.

Member: BPA

Primary SRDS Classification No. C-10A

Personal Computing

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6165
Published: Monthly

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC

Primary SRDS Classification No. C-10A

RUN

The Commodore C-128/C-64 Home Computing Guide

CW Communications/Peterborough
80 Pine Street
Peterborough, NH 03458
(603) 924-9471
Year founded: 1984
Published: Monthly

Editorial Description: RUN is a Home User's Guide to Commodore Computing. Run emphasizes the fun of computing, while exploring the possibilities of the Commodore systems. Run published reviews, tutorials, applications, programs, hints and modifications.

Member: ABC

Primary SRDS Classification No. C-10A

Figures are Folio estimates for the calendar year 1985.

CULINARY

Ad Pages

1 Gourmet	1,142
2 Bon Appetit	1,114
3 Food & Wine	631
Total	**2,887**

% Chg. Ad Pages

1985 vs. 1984	%
1 Food & Wine	24.6
2 Gourmet	14.8
3 Bon Appetit	−0.2

Net Chg. Ad Pages

1985 vs. 1984	
1 Gourmet	147
2 Food & Wine	125
3 Bon Appetit	−2
Total	**270**

Avg. Ad Pages/Copy

1 Gourmet	95
2 Bon Appetit	93
3 Food & Wine	53

Ad Revenue

	$000
1 Bon Appetit	26,332
2 Gourmet	18,568
3 Food & Wine	7,765
Total	**52,665**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Food & Wine	34.4
2 Gourmet	33.4
3 Bon Appetit	9.3

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Gourmet	4,653
2 Bon Appetit	2,231
3 Food & Wine	1,988
Total	**8,872**

Avg. Edit. Pages/Copy

1 Gourmet	105
2 Bon Appetit	73
3 Food & Wine	58

Average Circulation

1 Bon Appetit	1,304,557
2 Gourmet	1,077,234
3 Food & Wine	608,589
Total	**2,990,380**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Gourmet	63.4
2 Food & Wine	10.7
3 Bon Appetit	0.3

Net Chg. Avg. Circ.

1985 vs. 1984	
1 Gourmet	417,782
2 Food & Wine	58,967
3 Bon Appetit	3,420
Total	**480,169**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Gourmet	200
2 Bon Appetit	165
3 Food & Wine	111

Total Revenue

ad rev. + circ. rev.	$000
1 Bon Appetit	43,165
2 Gourmet	37,427
3 Food & Wine	18,435
Total	**99,027**

% Chg. Total Revenue

1985 vs. 1984	%
1 Gourmet	44.0
2 Food & Wine	28.7
3 Bon Appetit	5.6

Subscription Revenue

	$000
1 Gourmet	15,607
2 Bon Appetit	13,331
3 Food & Wine	9,940
Total	**38,878**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Gourmet	73.2
2 Food & Wine	22.1
3 Bon Appetit	1.2

Avg. Subscription Circ.

1 Bon Appetit	1,161,509
2 Gourmet	946,978
3 Food & Wine	577,718
Total	**2,686,205**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 Gourmet	78.1
2 Food & Wine	8.5
3 Bon Appetit	1.2

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Gourmet	415,373
2 Food & Wine	45,499
3 Bon Appetit	13,584
Total	**474,456**

Newsstand Revenue

	$000
1 Bon Appetit	3,502
2 Gourmet	3,251
3 Food & Wine	730
Total	**7,483**

Avg. Newsstand Circ.

1 Bon Appetit	143,048
2 Gourmet	130,256
3 Food & Wine	30,871
Total	**304,175**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 Food & Wine	77.4
2 Gourmet	1.9
3 Bon Appetit	−6.6

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 Food & Wine	13,468
2 Gourmet	2,409
3 Bon Appetit	−10,164
Total	**5,713**

% Chg. News. Revenue

1985 vs. 1984	%
1 Food & Wine	79.3
2 Gourmet	6.0
3 Bon Appetit	−2.3

MAGAZINE PROFILES

Bon Appetit

Bon Appetit Publishing Corporation
140 East 45th Street
New York, NY 10017
(212) 687-1255
Year founded: 1974
Published: Monthly

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves.

Member: ABC

Primary SRDS Classification No. C-18

Food & Wine
The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month.

Member: ABC

Primary SRDS Classification No. C-18

Gourmet
The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10016
(212) 371-1330
Year founded: 1941
Published: Monthly

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. C-18

Figures are Folio estimates for the calendar year 1985.

GENERAL INTEREST

Ad Pages

1	People Weekly	3,866
2	TV Guide	3,670
3	New Yorker	2,997
4	National Enquirer	1,404
5	Esquire	1,374
6	Ebony	1,201
7	Rolling Stone	1,160
8	Smithsonian	1,075
9	Reader's Digest	1,071
10	Globe	1,020
11	Jet	961
12	Yankee	948
13	Connoisseur	847
14	Life	772
15	Star	605
16	Atlantic	579
17	Us	515
18	National Examiner	510
19	Family Computing	489
20	Vanity Fair	431
21	Grit	389
22	Saturday Evening Post	334
23	Psychology Today	309
24	National Geographic	280
	Total	26,827

% Chg. Ad Pages
1985 vs. 1984

		%
1	Vanity Fair	28.5
2	Connoisseur	20.6
3	Us	14.8
4	Globe	9.7
5	Ebony	9.2
6	National Examiner	9.0
7	Rolling Stone	8.6
8	Grit	6.6
9	Smithsonian	6.2
10	Life	1.3
11	Esquire	1.2
12	Saturday Evening Post	1.1
13	National Enquirer	0.0
14	Reader's Digest	−0.4
15	National Geographic	−0.7
16	Jet	−1.2
17	Atlantic	−2.1
18	TV Guide	−3.4
19	Psychology Today	−3.7
20	People Weekly	−4.9
21	Yankee	−5.0
22	New Yorker	−15.3
23	Family Computing	−29.6
24	Star	−35.4

Net Chg. Ad Pages
1985 vs. 1984

1	Connoisseur	145
2	Ebony	101
3	Vanity Fair	96
4	Rolling Stone	93
5	Globe	90
6	Us	66
7	Smithsonian	63
8	National Examiner	42
9	Grit	24
10	Esquire	16
11	Life	10
12	Saturday Evening Post	4
13	National Enquirer	0
14	National Geographic	−2
15	Reader's Digest	−5
16	Jet	−12
17	Atlantic	−12
18	Psychology Today	−12
19	Yankee	−50
20	TV Guide	−130
21	People Weekly	−197
22	Family Computing	−206
23	Star	−331
24	New Yorker	−542
	Total	−749

Avg. Ad Pages/Copy

1	Esquire	115
2	Ebony	100
3	Smithsonian	90
4	Reader's Digest	89
5	Yankee	79
6	People Weekly	76
7	TV Guide	71
8	Connoisseur	71
9	Life	59
10	New Yorker	58
11	Rolling Stone	49
12	Atlantic	48
13	Family Computing	41
14	Saturday Evening Post	37
15	Vanity Fair	36
16	National Enquirer	26
17	Psychology Today	26
18	National Geographic	23
19	Us	21
20	Globe	20
21	Jet	18
22	Star	11
23	National Examiner	10
24	Grit	7

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MAGAZINE PROFILES

The Atlantic

The Atlantic Monthly Co.
8 Arlington Street
Boston, MA 02116
(617) 536-9500
Year founded: 1857
Published: Monthly

Editorial Description: The Atlantic, The Magazine of Public Affairs and the Arts, addresses the contemporary issues of our world through reporting, commentary, criticism, humor, fiction and poetry.

Member: ABC

Primary SRDS Classification No. C-22

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1982
Published: Monthly

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. C-22

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB
Primary SRDS Classification No. 22

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, travel, personal profiles and fiction.

Member: ABC
Primary SRDS Classification No. C-22

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3585
Year founded: 1983
Published: Monthly

Editorial Description: Family Computing is aimed at consumers who have adapted computing into their lifestyles. There is an emphasis on home office applications, which includes bringing work home from the office and operating a business at home. Other key applications are personal finance, productivity, education and entertainment. Regular features include buyer's guides, with comprehensive comparisons, and new hardware previews. Each month the Software Guide and Software Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles include the experiences of actual personal computer owners, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC
Primary SRDS Classification No. C-10A

GENERAL INTEREST

Continued

Ad Revenue

		$000
1	TV Guide	313,975
2	People Weekly	250,759
3	Reader's Digest	110,558
4	New Yorker	52,695
5	Life	39,856
6	Ebony	38,241
7	Smithsonian	36,433
8	Esquire	32,003
9	National Geographic	31,922
10	National Enquirer	31,100
11	Rolling Stone	29,473
12	Jet	12,353
13	Star	10,048
14	Us	8,257
15	Yankee	7,954
16	Connoisseur	7,291
17	Atlantic	6,842
18	Globe	6,314
19	Vanity Fair	6,165
20	Psychology Today	5,696
21	Family Computing	4,481
22	Saturday Evening Post	4,144
23	National Examiner	3,157
24	Grit	1,972
	Total	**1,051,689**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Connoisseur	57.9
2	Vanity Fair	52.7
3	Rolling Stone	31.3
4	Jet	19.3
5	Smithsonian	18.6
6	Ebony	17.6
7	Globe	14.6
8	Saturday Evening Post	14.4
9	Life	14.0
10	National Examiner	13.0
11	People Weekly	7.7
12	Yankee	7.5
13	Esquire	7.1
14	National Geographic	6.4
15	National Enquirer	6.2
16	Psychology Today	3.4
17	TV Guide	3.2
18	Atlantic	1.7
19	Us	0.7
20	Reader's Digest	– 1.2
21	Grit	– 4.8
22	New Yorker	– 12.4
23	Family Computing	– 27.3
24	Star	– 50.2

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	People Weekly	17,868
2	TV Guide	9,710
3	Rolling Stone	7,028
4	Ebony	5,723
5	Smithsonian	5,707
6	Life	4,900
7	Connoisseur	2,672
8	Vanity Fair	2,128
9	Esquire	2,110
10	Jet	1,996
11	National Geographic	1,928
12	National Enquirer	1,804
13	Globe	806
14	Yankee	558
15	Saturday Evening Post	522
16	National Examiner	363
17	Psychology Today	187
18	Atlantic	113
19	Us	58
20	Grit	– 99
21	Reader's Digest	– 1,296
22	Family Computing	– 1,681
23	New Yorker	– 7,473
24	Star	– 10,135
	Total	**45,497**

Avg. Edit. Pages/Copy

1	Reader's Digest	162
2	TV Guide	151
3	National Geographic	147
4	Esquire	118
5	Yankee	106
6	Smithsonian	103
7	Vanity Fair	87
8	Connoisseur	84
9	Life	83
10	Ebony	76
11	Saturday Evening Post	70
12	New Yorker	67
13	People Weekly	65
14	Family Computing	62
15	Psychology Today	58
16	Us	50
17	Jet	50
18	Star	43
19	Rolling Stone	42
20	National Enquirer	37
21	National Examiner	34
22	Globe	34
23	Grit	23
24	Atlantic	ne

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ne = not estimated

MAGAZINE PROFILES

GLOBE

Globe Communications Corp.
1440 St. Catherine Street
Montreal, Quebec, Canada H3G 1S2
(514) 866-7744
Published: Weekly

Editorial Description: GLOBE is edited for an audience interested in a wide range of non-fictional human-interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with strong emphasis on success and achievement in many areas of human endeavor.

Member: ABC

Primary SRDS Classification No. C-22A

GRIT

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771
Year founded: 1882
Published: Weekly

Editorial Description: GRIT is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, sewing, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. C-22

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC

Primary SRDS Classification No. C-36A

LIFE

Time Inc.
1271 6th Avenue
New York, NY 10020
(212) JU6-1212
Year founded: 1936; relaunched, 1978
Published: Monthly

Editorial Description: LIFE shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Member: ABC

Primary SRDS Classification No. C-22

National Enquirer

National Enquirer Inc.
600 S. East Coast Avenue
Lantana, FL 33464
(305) 586-1111
Year founded: 1952
Published: Weekly

Editorial Description: National Enquirer is a non-fiction, service and entertainment publication for the entire family. Special emphasis is placed on self-improvement, success and human interest. Service areas include medical news, food, fashion and beauty for middle America. The publication encourages and documents the exercise of traditional American values such as charity, honesty and courage. Every issue contains celebrity news, articles of general interest and humor.

Member: ABC

Primary SRDS Classification No. C-22

National Examiner

Globe Communications Corporation
1440 St. Catherine Street
Montreal, Quebec, Canada H3G 1S2
(514) 866-7744
Published: Weekly

Editorial Description: National Examiner is a non-fiction publication of particular appeal to a contemporary audience whose reading interests include the world of entertainment, music, film, the arts and a variety of health-related stories on diet, exercise, medicine, science and the occult. Emphasis is on human interest, psychic phenomena and service features.

Member: ABC

Primary SRDS Classification No. C-22A

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

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Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Average Circulation

1	Reader's Digest	17,770,915
2	TV Guide	17,031,879
3	National Geographic	10,418,833
4	National Enquirer	4,534,051
5	Star	3,429,855
6	People Weekly	2,901,197
7	Smithsonian	2,206,871
8	Ebony	1,736,667
9	Globe	1,729,600
10	Life	1,566,697
11	National Examiner	1,070,231
12	Yankee	997,570
13	Rolling Stone	990,938
14	Us	950,309
15	Psychology Today	873,209
16	Jet	817,160
17	Esquire	705,558
18	Saturday Evening Post	674,155
19	Grit	587,657
20	New Yorker	504,261
21	Atlantic	453,683
22	Family Computing	402,760
23	Vanity Fair	372,855
24	Connoisseur	271,788
	Total	**72,998,699**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Vanity Fair	36.3
2	Rolling Stone	20.0
3	Connoisseur	16.0
4	Family Computing	15.3
5	National Examiner	8.8
6	Smithsonian	5.9
7	Life	5.5
8	People Weekly	4.8
9	Atlantic	4.6
10	Yankee	4.5
11	Ebony	2.7
12	Psychology Today	2.3
13	National Geographic	1.8
14	Grit	0.9
15	New Yorker	0.7
16	Star	0.7
17	Reader's Digest	–0.9
18	TV Guide	–1.2
19	National Enquirer	–1.7
20	Esquire	–2.0
21	Saturday Evening Post	–3.0
22	Jet	–4.0
23	Globe	–6.3
24	Us	–6.4

Net Chg. Avg. Circ.

1985 vs. 1984

1	National Geographic	189,181
2	Rolling Stone	165,227
3	People Weekly	133,092
4	Smithsonian	122,504
5	Vanity Fair	99,313
6	National Examiner	86,570
7	Life	81,260
8	Family Computing	53,321
9	Ebony	45,373
10	Yankee	42,629
11	Connoisseur	37,469
12	Star	22,929
13	Atlantic	19,903
14	Psychology Today	19,584
15	Grit	5,336
16	New Yorker	3,727
17	Esquire	–14,164
18	Saturday Evening Post	–20,592
19	Jet	–34,438
20	Us	–64,924
21	National Enquirer	–78,876
22	Globe	–116,144
23	Reader's Digest	–168,684
24	TV Guide	–198,474
	Total	**431,122**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Reader's Digest	251
2	Esquire	233
3	TV Guide	222
4	Smithsonian	192
5	Yankee	185
6	Ebony	176
7	National Geographic	170
8	Connoisseur	155
9	Life	143
10	People Weekly	141
11	New Yorker	124
12	Vanity Fair	122
13	Saturday Evening Post	107
14	Family Computing	102
15	Rolling Stone	91
16	Psychology Today	84
17	Us	71
18	Jet	68
19	National Enquirer	63
20	Star	55
21	Globe	54
22	National Examiner	44
23	Grit	30
24	Atlantic	ne

ne = not estimated

MAGAZINE PROFILES

Editorial Description: National Geographic is a leading source of accurate, often definitive information about the world and its people. Dedicated to all aspects of man's involvement in the changing universe, it abundantly reveals the people and places of the world as well as the major technological advances that impact on our lives. First published in 1888, it has won acclaim for its journalistic integrity and photographic excellence.

Member: ABC

Primary SRDS Classification No. C-22

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC

Primary SRDS Classification No. C-22

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. C-22A

Psychology Today

The American Psychological Association
1200 Seventeenth St., N.W.
Washington, DC 20036
(202) 955-7800
Year founded: 1967
Published: Monthly

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. C-22

Reader's Digest

The Reader's Digest Association, Inc.
Pleasantville, NY 10570
(914) 769-7000
Year founded: 1922
Published: Monthly

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested" from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, "Word Power," "Humor in Uniform" and other broad-interest subjects.

Member: ABC

Primary SRDS Classification No. C-22 ▶

Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	781,700
2	People Weekly	429,025
3	Reader's Digest	316,027
4	National Geographic	188,205
5	National Enquirer	180,544
6	Star	129,409
7	Life	85,918
8	Smithsonian	76,265
9	New Yorker	67,711
10	Ebony	61,642
11	Rolling Stone	54,816
12	Globe	53,972
13	Esquire	44,112
14	Jet	40,188
15	National Examiner	32,973
16	Us	31,040
17	Yankee	22,333
18	Psychology Today	18,414
19	Saturday Evening Post	13,289
20	Grit	12,027
21	Atlantic	11,797
22	Connoisseur	11,710
23	Vanity Fair	11,372
24	Family Computing	10,081
	Total	2,684,570

% Chg. Total Revenue

	1985 vs. 1984	%
1	Connoisseur	37.7
2	Vanity Fair	34.4
3	Rolling Stone	31.1
4	Star	18.3
5	National Examiner	16.8
6	Smithsonian	13.4
7	Ebony	12.2
8	Life	12.1
9	People Weekly	10.9
10	Yankee	7.8
11	Esquire	5.4
12	TV Guide	5.1
13	Psychology Today	3.0
14	Saturday Evening Post	2.8
15	National Geographic	2.6
16	Globe	2.4
17	National Enquirer	0.9
18	Reader's Digest	0.2
19	Jet	−0.7
20	Grit	−3.2
21	Us	−5.3
22	Atlantic	−8.6
23	Family Computing	−9.6
24	New Yorker	−9.7

Subscription Revenue

		$000
1	TV Guide	203,679
2	Reader's Digest	188,390
3	National Geographic	156,282
4	People Weekly	48,566
5	Smithsonian	39,561
6	Life	24,405
7	Ebony	18,263
8	Jet	17,400
9	Yankee	13,094
10	New Yorker	12,454
11	Rolling Stone	11,461
12	Psychology Today	10,740
13	Us	8,759
14	National Enquirer	8,587
15	Esquire	7,886
16	Saturday Evening Post	7,116
17	Grit	5,770
18	Atlantic	3,905
19	Family Computing	3,853
20	Connoisseur	3,678
21	Vanity Fair	3,520
22	Star	3,236
23	Globe	938
24	National Examiner	213
	Total	801,756

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	National Examiner	52.5
2	Rolling Stone	23.8
3	Vanity Fair	23.3
4	People Weekly	23.2
5	Us	18.1
6	Family Computing	16.9
7	Globe	14.4
8	Life	13.9
9	Grit	13.9
10	Connoisseur	13.8
11	Star	13.0
12	Yankee	9.8
13	Smithsonian	8.8
14	Ebony	4.6
15	New Yorker	3.5
16	Psychology Today	2.5
17	National Geographic	1.8
18	Reader's Digest	0.9
19	TV Guide	0.7
20	Saturday Evening Post	−0.9
21	Esquire	−1.5
22	Jet	−3.2
23	National Enquirer	−5.8
24	Atlantic	−22.8

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SAS-119

Figures are Folio estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Avg. Subscription Circ.

1	Reader's Digest	16,822,048
2	National Geographic	10,418,833
3	TV Guide	8,568,850
4	Smithsonian	2,197,806
5	Ebony	1,508,883
6	People Weekly	1,216,995
7	Yankee	927,148
8	Life	918,470
9	Psychology Today	788,684
10	Rolling Stone	703,146
11	Jet	656,617
12	Esquire	569,145
13	Saturday Evening Post	550,286
14	Us	546,737
15	Grit	477,771
16	New Yorker	471,417
17	National Enquirer	445,322
18	Atlantic	409,908
19	Family Computing	343,564
20	Vanity Fair	302,593
21	Connoisseur	251,213
22	Star	159,662
23	Globe	65,774
24	National Examiner	15,994
	Total	**49,336,866**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	National Examiner	45.3
2	Vanity Fair	36.7
3	Rolling Stone	25.7
4	People Weekly	20.3
5	Family Computing	20.2
6	Connoisseur	16.2
7	Us	13.6
8	Grit	6.3
9	Atlantic	5.9
10	Smithsonian	5.8
11	Star	5.7
12	Yankee	5.5
13	Globe	4.9
14	Life	4.5
15	Ebony	3.7
16	Psychology Today	2.0
17	National Geographic	1.8
18	New Yorker	1.5
19	TV Guide	−0.6
20	Reader's Digest	−1.1
21	Jet	−1.2
22	Saturday Evening Post	−1.7
23	National Enquirer	−2.6
24	Esquire	−3.5

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	People Weekly	205,540
2	National Geographic	189,181
3	Rolling Stone	143,720
4	Smithsonian	120,927
5	Vanity Fair	81,292
6	Us	65,348
7	Family Computing	57,712
8	Ebony	53,819
9	Yankee	48,465
10	Life	39,825
11	Connoisseur	35,040
12	Grit	28,451
13	Atlantic	22,947
14	Psychology Today	15,744
15	Star	8,659
16	New Yorker	6,883
17	National Examiner	4,990
18	Globe	3,062
19	Jet	−7,822
20	Saturday Evening Post	−9,733
21	National Enquirer	−11,747
22	Esquire	−20,810
23	TV Guide	−52,298
24	Reader's Digest	−192,050
	Total	**837,145**

Newsstand Revenue

		$000
1	TV Guide	264,047
2	National Enquirer	140,857
3	People Weekly	129,700
4	Star	116,125
5	Globe	46,720
6	National Examiner	29,603
7	Life	21,657
8	Reader's Digest	17,080
9	Us	14,024
10	Rolling Stone	13,883
11	Jet	10,435
12	Ebony	5,139
13	Grit	4,286
14	Esquire	4,223
15	New Yorker	2,562
16	Saturday Evening Post	2,029
17	Psychology Today	1,978
18	Family Computing	1,747
19	Vanity Fair	1,686
20	Yankee	1,284
21	Atlantic	1,051
22	Connoisseur	741
23	Smithsonian	272
24	National Geographic	0
	Total	**831,129** ▶

MAGAZINE PROFILES

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: 24X per year

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. C-33

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, IN 46240
(317) 636-8881
Year founded: 1728
Published: 9x per year

Editorial Description: The Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," cartoons, etc.

Member: ABC

Primary SRDS Classification No. C-22

Smithsonian

Smithsonian Institution
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC

Primary SRDS Classification No. C-22

STAR

Murdoch Magazines
660 White Plains Road
Tarrytown, NY 10591
(914) 332-5000
Year founded: 1974
Published: Weekly

Editorial Description: STAR is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, politics, news about the Washington scene, horoscopes and astrological predictions.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Avg. Newsstand Circ.

1	TV Guide	8,463,030
2	National Enquirer	4,088,729
3	Star	3,270,194
4	People Weekly	1,684,202
5	Globe	1,663,826
6	National Examiner	1,054,237
7	Reader's Digest	948,867
8	Life	648,227
9	Us	403,572
10	Rolling Stone	287,793
11	Ebony	227,784
12	Jet	160,544
13	Esquire	136,413
14	Saturday Evening Post	123,870
15	Grit	109,886
16	Psychology Today	84,525
17	Yankee	70,422
18	Vanity Fair	70,263
19	Family Computing	59,196
20	Atlantic	43,775
21	New Yorker	32,845
22	Connoisseur	20,575
23	Smithsonian	9,065
24	National Geographic	0
	Total	23,661,840

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Vanity Fair	34.5
2	Smithsonian	21.0
3	Connoisseur	13.4
4	National Examiner	8.4
5	Rolling Stone	8.1
6	Life	6.8
7	Esquire	5.1
8	Psychology Today	4.8
9	Reader's Digest	2.5
10	Star	0.4
11	National Enquirer	– 1.6
12	TV Guide	– 1.7
13	Ebony	– 3.6
14	People Weekly	– 4.1
15	Atlantic	– 6.5
16	Globe	– 6.7
17	Family Computing	– 6.9
18	Yankee	– 7.7
19	Saturday Evening Post	– 8.1
20	New Yorker	– 8.8
21	Jet	– 14.2
22	Grit	– 17.4
23	Us	– 24.4
24	National Geographic	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	National Examiner	81,580
2	Life	41,435
3	Reader's Digest	23,367
4	Rolling Stone	21,508
5	Vanity Fair	18,022
6	Star	14,271
7	Esquire	6,646
8	Psychology Today	3,839
9	Connoisseur	2,429
10	Smithsonian	1,576
11	Atlantic	– 3,044
12	New Yorker	– 3,156
13	Family Computing	– 4,392
14	Yankee	– 5,837
15	Ebony	– 8,447
16	Saturday Evening Post	– 10,860
17	Grit	– 23,115
18	Jet	– 26,617
19	National Enquirer	– 67,129
20	People Weekly	– 72,449
21	Globe	– 119,206
22	Us	– 130,271
23	TV Guide	– 146,178
24	National Geographic	n/a
	Total	– 406,028

% Chg. News. Revenue

	1985 vs. 1984	%
1	Rolling Stone	37.5
2	Smithsonian	34.6
3	Star	34.5
4	National Examiner	17.1
5	Connoisseur	13.4
6	People Weekly	13.1
7	TV Guide	11.3
8	Vanity Fair	7.6
9	Life	6.8
10	Esquire	6.8
11	Psychology Today	4.8
12	Ebony	3.6
13	Family Computing	2.7
14	Reader's Digest	2.5
15	Globe	0.8
16	National Enquirer	0.3
17	Saturday Evening Post	– 4.4
18	Atlantic	– 6.5
19	Yankee	– 7.7
20	New Yorker	– 8.8
21	Jet	– 14.2
22	Us	– 18.2
23	Grit	– 18.9
24	National Geographic	n/a

n/a = not applicable

MAGAZINE PROFILES

TV Guide

Triangle Publications, Inc.
#4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Published: Weekly

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. C-36A

US

US Magazine Company
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 836-9200
Year founded: 1977
Published: 25X per year

Editorial Description: US is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. US also features film, music and television critics and commentators.

Member: ABC

Primary SRDS Classification No. C-36B

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; relaunched, 1983
Published: Monthly

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. C-22

Yankee

Yankee Publishing Inc.
33 Union St.
Boston, MA 02158
(617) 723-4309
Year founded: 1935
Published: Monthly

Editorial Description: Yankee is written for people who love New England's traditions and values. Yankee publishes New England humor, practical articles, photo essays, fiction, poetry and personalities. Regular service departments include travel and traveller's tips, cooking, food and recipes, shopping, small businesses, craftsmanship, advice on buying and repairing homes, and book reviews.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

HEALTH & FITNESS

Ad Pages

1	Muscle & Fitness	1,318
2	Prevention	776
3	Shape	753
4	American Health	559
5	Health	471
6	Weight Watchers Mag.	332
	Total	**4,209**

% Chg. Ad Pages

1985 vs. 1984		%
1	American Health	38.0
2	Health	8.3
3	Shape	4.6
4	Muscle & Fitness	3.0
5	Weight Watchers Mag.	– 8.4
6	Prevention	– 12.0

Net Chg. Ad Pages

1985 vs. 1984		
1	American Health	154
2	Muscle & Fitness	38
3	Health	36
4	Shape	33
5	Weight Watchers Mag.	– 30
6	Prevention	– 106
	Total	125

Avg. Ad Pages/Copy

1	Muscle & Fitness	110
2	Prevention	65
3	Shape	63
4	American Health	56
5	Health	39
6	Weight Watchers Mag.	28

Ad Revenue

		$000
1	Prevention	15,049
2	American Health	8,329
3	Health	6,300
4	Weight Watchers Mag.	5,219
5	Shape	4,048
6	Muscle & Fitness	2,501
	Total	**41,446**

% Chg. Ad Revenue

1985 vs. 1984		%
1	American Health	67.4
2	Shape	27.3
3	Muscle & Fitness	19.1
4	Health	17.5
5	Weight Watchers Mag.	5.5
6	Prevention	– 9.0

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	American Health	3,355
2	Health	936
3	Shape	868
4	Muscle & Fitness	401
5	Weight Watchers Mag.	273
6	Prevention	– 1,493
	Total	**4,340**

Avg. Edit. Pages/Copy

1	Muscle & Fitness	122
2	Prevention	97
3	Shape	81
4	American Health	62
5	Health	44
6	Weight Watchers Mag.	37

Average Circulation

1	Prevention	2,897,485
2	Health	1,031,037
3	Weight Watchers Mag.	867,705
4	American Health	787,468
5	Shape	532,987
6	Muscle & Fitness	449,202
	Total	**6,565,884**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	American Health	14.3
2	Shape	8.8
3	Muscle & Fitness	6.9
4	Health	3.3
5	Weight Watchers Mag.	2.1
6	Prevention	– 1.0

Net Chg. Avg. Circ.

1985 vs. 1984		
1	American Health	98,813
2	Shape	43,083
3	Health	32,770
4	Muscle & Fitness	29,131
5	Weight Watchers Mag.	17,836
6	Prevention	– 30,518
	Total	191,115

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Muscle & Fitness	232
2	Prevention	162
3	Shape	144
4	American Health	118
5	Health	83
6	Weight Watchers Mag.	64

▶

MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: 10x per year

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. C-23

Health

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1969
Published: Monthly

Editorial Description: Health updates and advises the lay reader on the world of health—nutrition, fitness, longevity, medical care, beauty, emotions, child care, dieting. Departments include: Breakthroughs; Pound Wise (Weight Control); Richard's Almanac.

Member: ABC
Primary SRDS Classification No. C-23

MUSCLE & FITNESS

I. Brute Enterprises, Inc.
21100 Erwin Street
P.O. Box 4007
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.
Member: ABC
Primary SRDS Classification No. C-45

Figures are FOLIO estimates for the calendar year 1985.

HEALTH & FITNESS

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Prevention	55,898
2	Muscle & Fitness	19,905
3	American Health	17,970
4	Health	17,432
5	Weight Watchers Mag.	16,198
6	Shape	16,029
	Total	**143,432**

% Chg. Total Revenue

1985 vs. 1984		%
1	American Health	37.4
2	Shape	15.0
3	Muscle & Fitness	12.3
4	Health	10.0
5	Weight Watchers Mag.	7.4
6	Prevention	2.0

Subscription Revenue

		$000
1	Prevention	37,943
2	Health	11,006
3	Weight Watchers Mag.	8,334
4	American Health	8,260
5	Shape	2,522
6	Muscle & Fitness	1,842
	Total	**69,907**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Muscle & Fitness	20.6
2	Shape	18.1
3	American Health	17.8
4	Weight Watchers Mag.	10.8
5	Prevention	5.9
6	Health	5.4

Avg. Subscription Circ.

1	Prevention	2,736,070
2	Health	1,024,579
3	Weight Watchers Mag.	720,752
4	American Health	718,408
5	Shape	132,837
6	Muscle & Fitness	63,256
	Total	**5,395,902**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Muscle & Fitness	19.9
2	American Health	14.4
3	Shape	9.4
4	Health	2.9
5	Weight Watchers Mag.	2.3
6	Prevention	−2.1

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	American Health	90,644
2	Health	28,740
3	Weight Watchers Mag.	15,952
4	Shape	11,373
5	Muscle & Fitness	10,480
6	Prevention	−57,693
	Total	**99,496**

Newsstand Revenue

		$000
1	Muscle & Fitness	15,561
2	Shape	9,460
3	Prevention	2,905
4	Weight Watchers Mag.	2,645
5	American Health	1,381
6	Health	126
	Total	**32,078**

Avg. Newsstand Circ.

1	Shape	400,150
2	Muscle & Fitness	385,946
3	Prevention	161,415
4	Weight Watchers Mag.	146,953
5	American Health	69,060
6	Health	6,458
	Total	**1,169,982**

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Health	166.0
2	Prevention	20.2
3	American Health	13.4
4	Shape	8.6
5	Muscle & Fitness	5.1
6	Weight Watchers Mag.	1.3

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Shape	31,710
2	Prevention	27,175
3	Muscle & Fitness	18,651
4	American Health	8,169
5	Health	4,030
6	Weight Watchers Mag.	1,883
	Total	**91,618**

% Chg. News. Revenue

1985 vs. 1984		%
1	Health	152.6
2	American Health	26.0
3	Prevention	20.3
4	Muscle & Fitness	10.3
5	Shape	9.7
6	Weight Watchers Mag.	1.3

MAGAZINE PROFILES

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Editorial Description: Prevention is edited for readers who are highly motivated to take an active role in achieving and maintaining health and fitness for themselves and their families. Edited under the supervision of an Advisory Board of physicians and nutritionists, it provides the latest authoritative, practical information about healthful food products, pharmaceuticals, exercise, the prevention of disease, psychology, health-care economics, beauty aids, appliances, and travel as they relate to healthy, secure lifestyle.

Member: ABC
Primary SRDS Classification No. C-23

SHAPE

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Editorial Description: SHAPE is the lifestyle magazine for the active woman of the 80's, delivering reliable information. SHAPE's medical experts cover all aspects of fitness, including physical, nutritional, and psvshological topics. SHAPE supports the woman who wants fitness in every part of her life. In addition to facts about exercise physiology and fitness maintenance, SHAPE provides latest product information needed for a fully fit lifestyle. Current diet and health foods, the latest active wear, and beauty-care products all contribute to SHAPE's role as a comprehensive magazine for today's active woman.

Member: ABC
Primary SRDS Classification No. C-49

Weight Watchers Magazine

W/W Twentyfirst Corporation
360 Lexington Avenue
New York, NY 10017
(212) 370-0644
Year founded: 1967
Published: Monthly

Editorial Description: Weight Watchers Magazine is a quality special interest magazine devoted to food and recipes, nutrition, fitness and weight control. In addition, the magazine includes features on entertaining, table-top items, and small appliances, along with beauty and fashion. It is edited for a female audience and is "More Than A Diet Magazine!" It's "The Intelligent Choice."

Member: ABC
Primary SRDS Classification No. C-18

Figures are FOLIO estimates for the calendar year 1985.

HOME

Ad Pages

1	Sunset	1,837
2	Southern Living	1,588
3	Architectural Digest	1,572
4	Better Homes and Gardens	1,363
5	House & Garden	1,160
6	Houston Home & Garden	1,077
7	House Beautiful	973
8	Texas Homes	898
9	Country Living	841
10	Metropolitan Home	774
11	Home Mechanix	773
12	Rodale's Org. Gardening	695
13	Family Handyman	649
14	1,001 Home Ideas	588
15	Home	587
16	Southern Accents	540
17	Practical Homeowner	511
18	Colonial Homes	372
19	Country Journal	328
20	Workbench	321
21	Homeowner	282
22	Americana	214
23	Country Home	205
24	Early American Life	122
	Total	18,270

% Chg. Ad Pages

	1985 vs. 1984	%
1	1,001 Home Ideas	18.2
2	Southern Accents	11.6
3	Practical Homeowner	8.9
4	Homeowner	8.6
5	House & Garden	5.9
6	Country Living	5.6
7	Sunset	3.1
8	Southern Living	−0.3
9	Architectural Digest	−1.8
10	Texas Homes	−3.5
11	Home	−3.7
12	Americana	−7.3
13	Home Mechanix	−7.6
14	Better Homes and Gardens	−9.0
15	Colonial Homes	−10.3
16	Workbench	−10.4
17	Metropolitan Home	−12.3
18	Rodale's Org. Gardening	−12.8
19	Houston Home & Garden	−13.4
20	Country Journal	−14.0
21	Family Handyman	−14.0
22	House Beautiful	−14.6
23	Early American Life	−25.2
24	Country Home	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	1,001 Home Ideas	91
2	House & Garden	65
3	Southern Accents	56
4	Sunset	55
5	Country Living	45
6	Practical Homeowner	42
7	Homeowner	22
8	Southern Living	−4
9	Americana	−17
10	Home	−23
11	Architectural Digest	−29
12	Texas Homes	−33
13	Workbench	−37
14	Early American Life	−41
15	Colonial Homes	−43
16	Country Journal	−53
17	Home Mechanix	−63
18	Rodale's Org. Gardening	−102
19	Family Handyman	−106
20	Metropolitan Home	−108
21	Better Homes and Gardens	−136
22	House Beautiful	−166
23	Houston Home & Garden	−167
24	Country Home	ne
	Total	−752

Avg. Ad Pages/Copy

1	Sunset	153
2	Southern Living	132
3	Architectural Digest	131
4	Better Homes and Gardens	114
5	House & Garden	97
6	Southern Accents	90
7	Houston Home & Garden	90
8	House Beautiful	81
9	Texas Homes	75
10	Country Living	70
11	Family Handyman	65
12	Metropolitan Home	64
13	Home Mechanix	64
14	Colonial Homes	62
15	Rodale's Org. Gardening	58
16	Practical Homeowner	57
17	Workbench	53
18	1,001 Home Ideas	49
19	Home	49
20	Americana	36
21	Country Home	34
22	Homeowner	28
23	Country Journal	27
24	Early American Life	20

▶

ne = not estimated

MAGAZINE PROFILES

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. C-24

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Year founded: 1920
Published: Monthly

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. C-24

Better Homes and Gardens

Meredith Corporation
17th at Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC

Primary SRDS Classification No. C-24

Colonial Homes

Hearst Magazines
1790 Broadway
New York, NY 10019
(212) 830-2900
Year founded: 1975
Published: Bimonthly

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC

Primary SRDS Classification No. C-24

Better Homes & Gardens
Country Home

Meredith Corporation
1716 Locust St.
Des Moines, IA 50336
(515) 284-3000
Year founded: 1983
Published: Bimonthly

Editorial Description: Country Home is a magazine for people interested in the various aspects of the country life. Features cover country lifestyles, building and renovation, furnishings, antiques and collectibles, country gardens, crafts and country cooking.

Member: ABC

Primary SRDS Classification No. C-24

Figures are FOLIO estimates for the calendar year 1985.

HOME

Continued

Ad Revenue

		$000
1	Better Homes and Gardens	123,262
2	Southern Living	57,774
3	Sunset	47,979
4	Architectural Digest	28,653
5	House Beautiful	24,192
6	Country Living	21,243
7	House & Garden	20,647
8	Home Mechanix	16,722
9	Metropolitan Home	13,870
10	Family Handyman	11,260
11	1,001 Home Ideas	10,665
12	Home	9,508
13	Rodale's Org. Gardening	8,707
14	Colonial Homes	6,445
15	Practical Homeowner	5,921
16	Houston Home & Garden	4,964
17	Texas Homes	3,879
18	Country Home	3,777
19	Southern Accents	3,233
20	Workbench	2,856
21	Country Journal	2,241
22	Homeowner	2,084
23	Americana	1,871
24	Early American Life	830
	Total	**432,583**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Country Living	33.2
2	Practical Homeowner	32.6
3	Home	30.2
4	1,001 Home Ideas	19.6
5	Southern Accents	18.9
6	Homeowner	12.7
7	Sunset	11.4
8	House & Garden	9.2
9	Southern Living	8.3
10	Texas Homes	6.4
11	Architectural Digest	3.3
12	Colonial Homes	1.3
13	Americana	0.0
14	Metropolitan Home	0.0
15	Early American Life	−2.0
16	Better Homes and Gardens	−2.3
17	Workbench	−4.2
18	Family Handyman	−6.6
19	Houston Home & Garden	−7.1
20	House Beautiful	−7.2
21	Rodale's Org. Gardening	−8.6
22	Country Journal	−10.2
23	Home Mechanix	−14.2
24	Country Home	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Country Living	5,301
2	Sunset	4,929
3	Southern Living	4,439
4	Home	2,207
5	1,001 Home Ideas	1,750
6	House & Garden	1,744
7	Practical Homeowner	1,457
8	Architectural Digest	905
9	Southern Accents	514
10	Homeowner	236
11	Texas Homes	235
12	Colonial Homes	80
13	Americana	1
14	Metropolitan Home	−1
15	Early American Life	−17
16	Workbench	−125
17	Country Journal	−256
18	Houston Home & Garden	−381
19	Family Handyman	−797
20	Rodale's Org. Gardening	−821
21	House Beautiful	−1,874
22	Home Mechanix	−2,759
23	Better Homes and Gardens	−2,872
24	Country Home	ne
	Total	**13,895**

Avg. Edit. Pages/Copy

1	House & Garden	131
2	Architectural Digest	128
3	Southern Living	117
4	Colonial Homes	112
5	Sunset	102
6	Southern Accents	100
7	Country Home	95
8	Country Living	93
9	Better Homes and Gardens	91
10	House Beautiful	88
11	Home	78
12	Rodale's Org. Gardening	72
13	Houston Home & Garden	68
14	Metropolitan Home	67
15	Americana	67
16	Early American Life	66
17	Texas Homes	64
18	Home Mechanix	60
19	Workbench	59
20	Family Handyman	58
21	Practical Homeowner	56
22	1,001 Home Ideas	50
23	Homeowner	47
24	Country Journal	ne

▶

ne = not estimated

David E. Gross, AIA/GF55 Architects
New York, New York
Average Year: 10 Projects
Annual Total: $1,500,000

"In one month we had two clients ask for designs they saw in HOME."

HOME enthusiasts last year remodeled their homes to the tune of $1.4 billion. That's an incredible *8 times the average spending* for major remodeling. No wonder residential professionals like David Gross see a lot of them, and of the magazine they rely on most.

Source: 1986 HOME Subscriber Survey
Spring 1986 MRI, adults;
1986 "Home Modernization Study"

HOME
CREATIVE IDEAS FOR HOME DESIGN

Figures are Folio estimates for the calendar year 1985.

HOME

Continued

Average Circulation

1	Better Homes and Gardens	8,042,230
2	Southern Living	2,308,055
3	1,001 Home Ideas	1,536,992
4	Country Living	1,442,557
5	Home Mechanix	1,411,902
6	Sunset	1,398,618
7	Rodale's Org. Gardening	1,266,423
8	Family Handyman	1,206,596
9	Workbench	883,760
10	House Beautiful	839,701
11	Country Home	763,304
12	Practical Homeowner	729,080
13	Metropolitan Home	718,128
14	Home	696,716
15	Homeowner	685,291
16	House & Garden	616,447
17	Architectural Digest	610,463
18	Colonial Homes	596,536
19	Americana	399,234
20	Early American Life	357,728
21	Country Journal	323,611
22	Southern Accents	206,562
23	Houston Home & Garden	85,145
24	Texas Homes	83,863
	Total	**27,210,944**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Home	20.7
2	Southern Accents	16.2
3	Country Living	15.2
4	House & Garden	9.4
5	Homeowner	7.1
6	Americana	6.5
7	Country Journal	3.6
8	Early American Life	2.9
9	Practical Homeowner	2.4
10	Southern Living	2.3
11	Architectural Digest	1.6
12	1,001 Home Ideas	1.1
13	Sunset	0.4
14	Better Homes and Gardens	0.1
15	Workbench	0.1
16	Family Handyman	−0.2
17	Metropolitan Home	−0.7
18	Texas Homes	−0.9
19	Houston Home & Garden	−0.9
20	House Beautiful	−3.4
21	Colonial Homes	−3.9
22	Rodale's Org. Gardening	−8.0
23	Home Mechanix	−11.3
24	Country Home	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Country Living	190,687
2	Home	119,928
3	House & Garden	52,988
4	Southern Living	52,596
5	Homeowner	45,670
6	Southern Accents	28,819
7	Americana	24,533
8	Practical Homeowner	16,798
9	1,001 Home Ideas	16,174
10	Country Journal	11,388
11	Better Homes and Gardens	11,111
12	Early American Life	10,063
13	Architectural Digest	9,415
14	Sunset	5,281
15	Workbench	627
16	Texas Homes	−720
17	Houston Home & Garden	−785
18	Family Handyman	−3,008
19	Metropolitan Home	−4,879
20	Colonial Homes	−24,452
21	House Beautiful	−29,633
22	Rodale's Org. Gardening	−109,577
23	Home Mechanix	−179,813
24	Country Home	ne
	Total	**243,211**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Architectural Digest	259
2	Sunset	255
3	Southern Living	249
4	House & Garden	228
5	Better Homes and Gardens	204
6	Southern Accents	190
7	Colonial Homes	174
8	House Beautiful	169
9	Country Living	163
10	Houston Home & Garden	158
11	Texas Homes	139
12	Metropolitan Home	131
13	Rodale's Org. Gardening	129
14	Country Home	129
15	Home	127
16	Home Mechanix	125
17	Family Handyman	123
18	Practical Homeowner	113
19	Workbench	112
20	Americana	102
21	1,001 Home Ideas	99
22	Early American Life	86
23	Homeowner	75
24	Country Journal	ne

▶

ne = not estimated

MAGAZINE PROFILES

Country Journal

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. C-24

Country Living

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home, to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel, and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. C-24

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC

Primary SRDS Classification No. C-24

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7280
Year founded: 1951
Published: 10x per year

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement. Major editorial categories include home improvement, repair and maintenance, home technologies, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto care, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage, Understandable Home Technologies, Home Finance and Home and Shop Improvements.

Member: ABC

Primary SRDS Classification No. C-24

HOME

Home Magazine Publishing Corp.
140 East 45th Street
2 Grand Central Towers
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Editorial Description: HOME is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, HOME's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. C-24

HOME

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Better Homes and Gardens	205,548
2	Southern Living	100,633
3	Sunset	62,923
4	Architectural Digest	52,084
5	Country Living	46,051
6	House Beautiful	37,315
7	House & Garden	35,827
8	1,001 Home Ideas	31,997
9	Home Mechanix	31,003
10	Family Handyman	23,048
11	Rodale's Org. Gardening	22,814
12	Metropolitan Home	22,716
13	Home	18,989
14	Colonial Homes	14,586
15	Country Home	14,485
16	Practical Homeowner	13,747
17	Homeowner	8,652
18	Workbench	7,231
19	Southern Accents	7,175
20	Country Journal	6,766
21	Houston Home & Garden	6,232
22	Americana	5,679
23	Early American Life	5,448
24	Texas Homes	5,340
	Total	**786,289**

% Chg. Total Revenue

1985 vs. 1984		%
1	Home	26.5
2	Practical Homeowner	23.4
3	Country Living	22.4
4	Homeowner	18.1
5	1,001 Home Ideas	17.8
6	Southern Accents	16.9
7	Southern Living	10.7
8	Sunset	8.1
9	House & Garden	6.5
10	Americana	5.4
11	Texas Homes	4.8
12	Metropolitan Home	3.5
13	Architectural Digest	2.3
14	Family Handyman	1.5
15	Early American Life	0.9
16	Country Journal	0.6
17	Better Homes and Gardens	0.3
18	Colonial Homes	−0.7
19	Workbench	−2.4
20	Rodale's Org. Gardening	−3.2
21	House Beautiful	−4.4
22	Houston Home & Garden	−5.1
23	Home Mechanix	−9.8
24	Country Home	ne

Subscription Revenue

		$000
1	Better Homes and Gardens	71,538
2	Southern Living	38,168
3	1,001 Home Ideas	20,379
4	Architectural Digest	18,201
5	Rodale's Org. Gardening	13,892
6	Country Living	13,426
7	Sunset	13,240
8	Home Mechanix	12,078
9	House & Garden	10,829
10	Family Handyman	10,752
11	Practical Homeowner	7,434
12	House Beautiful	7,229
13	Home	6,946
14	Metropolitan Home	6,935
15	Homeowner	6,155
16	Country Home	6,053
17	Colonial Homes	4,504
18	Early American Life	4,053
19	Workbench	4,043
20	Country Journal	4,024
21	Americana	3,530
22	Southern Accents	2,707
23	Texas Homes	1,085
24	Houston Home & Garden	891
	Total	**288,092**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Homeowner	21.4
2	Home	20.5
3	Country Living	18.0
4	Practical Homeowner	17.0
5	1,001 Home Ideas	16.4
6	Southern Accents	16.3
7	Southern Living	13.6
8	Family Handyman	12.9
9	Metropolitan Home	9.5
10	House Beautiful	9.0
11	Americana	7.7
12	Country Journal	6.5
13	Architectural Digest	4.6
14	House & Garden	3.7
15	Better Homes and Gardens	3.6
16	Houston Home & Garden	2.9
17	Early American Life	2.3
18	Colonial Homes	0.4
19	Rodale's Org. Gardening	0.2
20	Workbench	−0.9
21	Home Mechanix	−1.0
22	Sunset	−2.2
23	Texas Homes	−2.9
24	Country Home	ne

▶

ne = not estimated

Don DiNovi/Custom Home Builder
Demarest, New Jersey
Average Year: 5 homes
Annual Total: $3,000,000

"I've recommended HOME to all my builder friends, and I think every one of them has subscribed."

Of our 800,000 HOME enthusiasts, 73,600 built custom homes (worth $11.5 billion) last year. *That's 15 times the U.S. average.* And it's hardly surprising that the magazine home-active consumers turn to has developed a following of residential pros.

Source: 1986 HOME Subscriber Survey;
Spring 1986 MRI; U.S. Census Bureau

HOME
CREATIVE IDEAS FOR HOME DESIGN

Figures are Folio estimates for the calendar year 1985.

HOME

Continued

Avg. Subscription Circ.

1	Better Homes and Gardens	7,460,602
2	Southern Living	2,151,682
3	1,001 Home Ideas	1,499,671
4	Sunset	1,303,913
5	Home Mechanix	1,297,199
6	Rodale's Org. Gardening	1,257,231
7	Family Handyman	1,147,363
8	Country Living	956,128
9	Workbench	846,844
10	Practical Homeowner	702,010
11	Homeowner	661,259
12	Metropolitan Home	650,666
13	Home	590,380
14	House Beautiful	587,816
15	House & Garden	525,810
16	Architectural Digest	513,599
17	Country Home	500,304
18	Colonial Homes	394,472
19	Americana	380,682
20	Early American Life	321,224
21	Country Journal	302,179
22	Southern Accents	155,104
23	Houston Home & Garden	71,939
24	Texas Homes	71,332
	Total	**24,349,409**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Home	19.2
2	Southern Accents	17.9
3	Country Living	17.8
4	House & Garden	11.0
5	Homeowner	8.0
6	Americana	7.5
7	Country Journal	4.2
8	Early American Life	4.1
9	Architectural Digest	3.9
10	Southern Living	2.0
11	Practical Homeowner	1.9
12	Houston Home & Garden	1.2
13	1,001 Home Ideas	0.7
14	Metropolitan Home	0.3
15	Workbench	0.3
16	Family Handyman	0.2
17	Sunset	0.0
18	Better Homes and Gardens	−0.4
19	House Beautiful	−1.7
20	Texas Homes	−2.9
21	Colonial Homes	−3.3
22	Rodale's Org. Gardening	−7.9
23	Home Mechanix	−10.0
24	Country Home	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Country Living	144,604
2	Home	94,907
3	House & Garden	52,077
4	Homeowner	48,922
5	Southern Living	42,265
6	Americana	26,554
7	Southern Accents	23,495
8	Architectural Digest	19,351
9	Practical Homeowner	13,215
10	Early American Life	12,730
11	Country Journal	12,315
12	1,001 Home Ideas	10,698
13	Workbench	2,511
14	Metropolitan Home	2,159
15	Family Handyman	2,112
16	Houston Home & Garden	854
17	Sunset	−123
18	Texas Homes	−2,118
19	House Beautiful	−10,117
20	Colonial Homes	−13,412
21	Better Homes and Gardens	−28,184
22	Rodale's Org. Gardening	−108,305
23	Home Mechanix	−144,601
24	Country Home	ne
	Total	**201,909**

Newsstand Revenue

		$000
1	Country Living	11,382
2	Better Homes and Gardens	10,748
3	House Beautiful	5,894
4	Architectural Digest	5,231
5	Southern Living	4,691
6	Country Home	4,655
7	House & Garden	4,351
8	Colonial Homes	3,637
9	Home	2,535
10	Home Mechanix	2,202
11	Metropolitan Home	1,911
12	Sunset	1,705
13	Southern Accents	1,235
14	Family Handyman	1,037
15	1,001 Home Ideas	954
16	Early American Life	565
17	Country Journal	502
18	Homeowner	413
19	Practical Homeowner	392
20	Houston Home & Garden	377
21	Texas Homes	376
22	Workbench	332
23	Americana	278
24	Rodale's Org. Gardening	215
	Total	**65,618** ▶

ne = not estimated

MAGAZINE PROFILES

Home Mechanix

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6581
Year founded: 1928
Published: Monthly

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. C-29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1975
Published: 10x per year

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No.: C-24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. C-24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5082
Year founded: 1896
Published: Monthly

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advanced design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. C-24

Houston Home & Garden

City Home Publishing, Inc.
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

Editorial Description: Houston Home & Garden magazine is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertaining ideas.

Member: ABC

Primary SRDS Classification No. C-24

Metropolitan Home

Meredith Corporation
750 Third Avenue
New York, NY 10017
(212) 557-6600
Year founded: 1981
Published: Monthly

Editorial Description: Metropolitan Home contains coverage of home design, home furnishings, food, wines and spirits, entertaining, electronics and travel and defines the art of living well for quality-conscious young adults. Metropolitan Home contains first-hand news and guidance toward achieving the readers' own personal style.

Member: ABC

Primary SRDS Classification No. C-24

HOME

Continued

Avg. Newsstand Circ.

1	Better Homes and Gardens	581,628
2	Country Living	486,429
3	Country Home	263,000
4	House Beautiful	251,886
5	Colonial Homes	202,067
6	Southern Living	156,374
7	Home Mechanix	114,704
8	Home	108,336
9	Architectural Digest	96,864
10	Sunset	94,705
11	House & Garden	90,638
12	Metropolitan Home	67,463
13	Family Handyman	59,234
14	Southern Accents	51,459
15	1,001 Home Ideas	37,322
16	Workbench	36,917
17	Early American Life	36,504
18	Practical Homeowner	27,071
19	Homeowner	24,032
20	Country Journal	21,433
21	Americana	18,552
22	Houston Home & Garden	13,206
23	Texas Homes	12,531
24	Rodale's Org. Gardening	9,192
	Total	2,861,547

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Home	30.0
2	1,001 Home Ideas	17.2
3	Practical Homeowner	15.3
4	Texas Homes	12.6
5	Southern Accents	11.5
6	Country Living	10.5
7	Better Homes and Gardens	7.2
8	Southern Living	7.1
9	Sunset	6.1
10	House & Garden	1.0
11	Country Journal	−4.1
12	Workbench	−4.9
13	Colonial Homes	−5.2
14	Early American Life	−6.8
15	House Beautiful	−7.2
16	Family Handyman	−8.0
17	Architectural Digest	−9.3
18	Metropolitan Home	−9.4
19	Americana	−9.8
20	Houston Home & Garden	−11.0
21	Homeowner	−11.9
22	Rodale's Org. Gardening	−12.2
23	Home Mechanix	−23.5
24	Country Home	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Country Living	46,083
2	Better Homes and Gardens	39,294
3	Home	25,021
4	Southern Living	10,332
5	1,001 Home Ideas	5,477
6	Sunset	5,403
7	Southern Accents	5,324
8	Practical Homeowner	3,583
9	Texas Homes	1,399
10	House & Garden	912
11	Country Journal	−927
12	Rodale's Org. Gardening	−1,272
13	Houston Home & Garden	−1,639
14	Workbench	−1,884
15	Americana	−2,021
16	Early American Life	−2,667
17	Homeowner	−3,254
18	Family Handyman	−5,120
19	Metropolitan Home	−7,038
20	Architectural Digest	−9,936
21	Colonial Homes	−11,041
22	House Beautiful	−19,518
23	Home Mechanix	−35,214
24	Country Home	ne
	Total	41,297

% Chg. News. Revenue

	1985 vs. 1984	%
1	Home	30.0
2	1,001 Home Ideas	28.0
3	Practical Homeowner	23.7
4	Southern Living	19.0
5	Americana	15.5
6	Rodale's Org. Gardening	14.4
7	Southern Accents	13.0
8	Texas Homes	12.5
9	Country Journal	11.9
10	Country Living	10.5
11	Better Homes and Gardens	10.1
12	Metropolitan Home	9.6
13	Sunset	6.1
14	Houston Home & Garden	5.9
15	Homeowner	1.1
16	House & Garden	1.0
17	Early American Life	−3.9
18	Workbench	−4.8
19	Colonial Homes	−5.2
20	House Beautiful	−7.2
21	Family Handyman	−7.9
22	Architectural Digest	−9.3
23	Home Mechanix	−18.4
24	Country Home	ne

ne = not estimated

Milton Krieger / Bathroom Designer
Ft. Lauderdale, Florida
Average Year: 55 Projects
Annual Total: $400,000

"HOME brings true sophistication to bath design. They're bathrooms you can live with."

A phenomenal 21% of our 800,000 HOME enthusiasts added and remodeled bathrooms last year, spending nearly *10 times the U.S. average.* But the fact that even an award-winning design pro like Milton Krieger keeps a file of HOME designs helps explain the phenomenon.

Source: 1986 HOME Subscriber Survey; Spring 1986 MRI, adults; 1986 "Home Modernization Study"

HOME
CREATIVE IDEAS FOR HOME DESIGN

Figures are Folio estimates for the calendar year 1985.

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1941
Published: Monthly

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for homeowners interested in interior design, remodeling, building and better living. "How America Copes," a regular home feature, offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. "Can Do Clinic" presents step by step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC
Primary SRDS Classification No. C-24

Rodale's Organic Gardening
(formerly Organic Gardening)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Editorial Description: Rodale's Organic Gardening is a "how-to-do-it" home gardening magazine which offers practical advice on fruit and vegetable growing, along with ornamentals, landscaping and lawn care. It also features processing and preparation of healthful foods in the Gardener's Kitchen, home and grounds improvement projects, and other aspects of an active homeowners lifestyle.

Member: ABC
Primary SRDS Classification No. C-21

Practical Homeowner
(formerly New Shelter)

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9X per year

Editorial Description: Practical Homeowner is edited for the homeowner who brings a "hands on" approach to the improvement of his home and grounds. It offers information, projects, and techniques for home remodeling and renovation, maintenance and repair, landscaping and gardening, and energy conservation, as well as financial management and new home design and construction. Editorial content is devoted to showing the reader how to develop and use skills and knowledge that will enable him to create a secure, efficient, healthful, and enjoyable home environment, whether doing the work or with the help of professional contractors.

Member: ABC
Primary SRDS Classification No. C-24

Southern Accents

Southern Accents, Inc.
820 Shades Creek Parkway
Birmingham, AL 35201
(205) 877-6000
Year founded: 1977
Published: Bimonthly

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, period furniture, gardens and the arts are regular features.

Member: ABC
Primary SRDS Classification No. C-24

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC
Primary SRDS Classification No. C-24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. C-24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. C-30A

WORKBENCH
The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Editorial Description: WORKBENCH is directed to do-it-yourself homeowners who are deeply involved with all facets of home improvement and woodworking. Both inside and outside projects are covered with complete instructions, drawings and photographs used to guide the reader from start to finish.

Member: ABC

Primary SRDS Classification No. C-24

Figures are FOLIO estimates for the calendar year 1985.

HOME ENTERTAINMENT

Ad Pages

1	San Francisco Focus	1,173
2	Audio	1,038
3	Video	932
4	Video Review	735
5	Stereo Review	638
6	Satellite Orbit	456
7	High Fidelity	444
8	Cable Guide	234
9	Dial	158
	Total	**5,808**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Stereo Review	13.6
2	Audio	10.0
3	Video Review	7.5
4	Video	5.3
5	High Fidelity	0.0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Audio	94
2	Stereo Review	76
3	Video Review	51
4	Video	47
5	High Fidelity	0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**268**

Avg. Ad Pages/Copy

1	San Francisco Focus	98
2	Audio	87
3	Video	78
4	Video Review	61
5	Stereo Review	53
6	Satellite Orbit	38
7	High Fidelity	37
8	Cable Guide	20
9	Dial	13

Ad Revenue

		$000
1	Stereo Review	13,450
2	Cable Guide	11,583
3	Audio	8,671
4	Video Review	8,229
5	High Fidelity	7,077
6	Video	6,779
7	San Francisco Focus	4,760
8	Dial	2,530
9	Satellite Orbit	1,100
	Total	**64,179**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Video	24.0
2	Audio	23.1
3	Video Review	20.9
4	High Fidelity	6.6
5	Stereo Review	2.6
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Audio	1,629
2	Video Review	1,421
3	Video	1,313
4	High Fidelity	437
5	Stereo Review	346
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**5,146**

Avg. Edit. Pages/Copy

1	Satellite Orbit	282
2	San Francisco Focus	95
3	Video	84
4	Audio	76
5	Video Review	72
6	Stereo Review	58
7	High Fidelity	52
8	Cable Guide	46
9	Dial	27

Average Circulation

1	Cable Guide	5,389,446
2	Dial	1,266,674
3	Stereo Review	566,783
4	High Fidelity	410,242
5	Video Review	389,294
6	Video	321,196
7	Satellite Orbit	224,007
8	San Francisco Focus	172,384
9	Audio	159,838
	Total	**8,899,864**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Video	15.0
2	Video Review	9.5
3	Audio	4.1
4	High Fidelity	3.5
5	Stereo Review	−2.0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Video	41,977
2	Video Review	33,923
3	High Fidelity	13,964
4	Audio	6,289
5	Stereo Review	−11,737
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**84,416**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Satellite Orbit	320
2	San Francisco Focus	193
3	Audio	163
4	Video	162
5	Video Review	133
6	Stereo Review	111
7	High Fidelity	89
8	Cable Guide	66
9	Dial	40

▶

ne = not estimated

MAGAZINE PROFILES

Audio

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6335
Year founded: 1947
Published: Monthly

Editorial Description: Audio is edited for stereo equipment enthusiasts, music-listening devotees, and professionals in the sound field. Each issue includes equipment and LP record reviews for the buying guidance of readers; articles on stereo high fidelity equipment, as well as on audio and recording for the professional, serious amateur, and hobbyist; a variety of features by audio columnists; new products, "What's New in Audio," and question & answer columns.

Member: ABC

Primary SRDS Classification No. C-33

The Cable Guide

TVSM, Inc.
201 Gibraltar Rd.
Horsham, PA 19044
(215) 443-9300
Year founded: 1980
Published: Monthly

Editorial Description: The Cable Guide is aimed specifically at TV viewers who subscribe to commercial-free pay TV. The Cable Guide is customized for each cable system it serves throughout the United States and carries pay TV and satellite listings, movie highlights, and editorial features on stars of current motion pictures.

Member: BPA

Primary SRDS Classification No. C-30B

Dial

Public Broadcasting Communications
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1980
Published: Monthly

Editorial Description: Dial, the magazine for public television, is edited for those viewers who financially support Public Television. It publishes a preview of each month's programming broken down into categories such as drama, kids, documentary, and the performing and visual arts. Dial publishes news of Public Television's people and articles relating to PBS specials and series ranging from Sesame Street to Masterpiece Theater, from Nova to The MacNeil/Lehrer NewsHour, and Great Performances. Each issue also contains programming information for thirteen separate editions in the following cities: New York, L.A., Chicago, Boston, Washington, D.C., Seattle, Dallas/Fort Worth, Portland, Tampa, Miami, Indianapolis, New Orleans and Salt Lake City.

Member: ABC

Primary SRDS Classification No. C-30B

High Fidelity

ABC Consumer Magazines, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 265-8360
Year founded: 1951
Published: Monthly

Editorial Description: High Fidelity addresses the home audio, video, music and home entertainment enthusiast with lab test reports on audio, video and car stereo equipment; news and features on those topics plus emerging new technologies such as home computers and digital audio; and critical reviews of popular and classical recordings on compact disc, videodisc, videocassette, and standard LPs. Spans the knowledge

▶

Figures are Folio estimates for the calendar year 1985.

HOME ENTERTAINMENT

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Stereo Review	18,114
2	Video Review	13,234
3	Satellite Orbit	12,250
4	High Fidelity	11,927
5	Cable Guide	11,583
6	Audio	11,208
7	Video	11,146
8	Dial	6,330
9	San Francisco Focus	5,707
	Total	**101,499**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Audio	20.2
2	Video	17.7
3	Video Review	15.8
4	High Fidelity	6.7
5	Stereo Review	2.1
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Subscription Revenue

		$000
1	Satellite Orbit	9,078
2	High Fidelity	4,093
3	Dial	3,800
4	Stereo Review	3,262
5	Video Review	2,846
6	Video	2,468
7	Audio	1,371
8	San Francisco Focus	837
9	Cable Guide	0
	Total	**27,755**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Video	17.7
2	High Fidelity	8.8
3	Video Review	7.4
4	Audio	3.5
5	Stereo Review	−5.1
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne

Avg. Subscription Circ.

1	Dial	1,266,674
2	Stereo Review	502,923
3	High Fidelity	378,716
4	Video Review	299,378
5	Video	240,078
6	Satellite Orbit	189,117
7	San Francisco Focus	167,387
8	Audio	114,257
9	Cable Guide	0
	Total	**3,158,530**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Video	21.4
2	Video Review	10.4
3	High Fidelity	4.3
4	Audio	0.5
5	Stereo Review	−2.5
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Video	42,371
2	Video Review	28,294
3	High Fidelity	15,743
4	Audio	572
5	Stereo Review	−12,933
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne
	Total	**74,047**

Newsstand Revenue

		$000
1	Video Review	2,158
2	Satellite Orbit	2,072
3	Video	1,898
4	Stereo Review	1,402
5	Audio	1,165
6	High Fidelity	757
7	San Francisco Focus	110
8	Dial	0
9	Cable Guide	0
	Total	**9,562**

Avg. Newsstand Circ.

1	Video Review	89,917
2	Video	81,118
3	Stereo Review	63,860
4	Audio	45,582
5	Satellite Orbit	34,890
6	High Fidelity	31,526
7	San Francisco Focus	4,998
8	Dial	0
9	Cable Guide	0
	Total	**351,891**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Audio	14.3
2	Video Review	6.7
3	Stereo Review	1.9
4	Video	−0.5
5	High Fidelity	−5.3
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Audio	5,717
2	Video Review	5,630
3	Stereo Review	1,197
4	Video	−394
5	High Fidelity	−1,779
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne
	Total	**10,371**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Audio	21.7
2	Stereo Review	16.6
3	Video Review	9.4
4	Video	−0.5
5	High Fidelity	−2.9
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

range from neophyte to buff with information on how to buy equipment, which equipment is best, how components work, etc. Includes periodic buying guides.
Member: ABC

Primary SRDS Classification No. C-33

San Francisco Focus

KQED, Inc.
680 Eighth Street
San Francisco, CA 94103
(415) 553-2800
Year founded: 1968
Published: Monthly

Editorial Description: San Francisco Focus covers the people and the issues, the arts and entertainment that are vital to San Francisco. Includes regular editorial coverage of fashion, food, home interiors, and travel with monthly coverage of restaurants, film, performing arts and visual arts.
Member: ABC
Primary SRDS Classification No. C-30A

Satellite ORBIT

CommTek Inc.
P.O. Box 53
Boise, ID 83707
(208) 322-2888
Year founded: 1982
Published: Monthly

Editorial Description: Satellite ORBIT contains one month of programming for nearly 100 channels of satellite television. Orbit features articles on celebrities, arts, popular culture, entertainment previews, equipment reviews, and news updates—as they pertain to home satellite TV viewing. The program section includes the daily listings, highlights of movies and sports, and an overview of the type of programming available on each satellite transponder.

Member: ABC

Primary SRDS Classification No. C-47

Stereo Review

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6011
Year founded: 1958
Published: Monthly

Editorial Description: Stereo Review is edited for the stereo equipment enthusiast and for music lovers who wish to increase their listening enjoyment. Each issue features reviews of stereo equipment and of popular, classical, jazz and folk music recordings as well as articles, columns, and departments to new products, technical questions and answers and news of the music world.

Member: ABC

Primary SRDS Classification No. C-33

(Continued on page 126)

INFLIGHT

Ad Pages

1 AmericanWay	1,485
2 Eastern Review	1,143
3 United	1,125
4 Sky	884
5 Pan Am Clipper	703
6 TWA Ambassador	667
Total	**6,007**

% Chg. Ad Pages

1985 vs. 1984	%
1 AmericanWay	21.0
2 Sky	-2.7
3 TWA Ambassador	-5.5
4 Pan Am Clipper	-6.7
5 Eastern Review	-16.7
6 United	-17.1

Net Chg. Ad Pages

1985 vs. 1984	
1 AmericanWay	258
2 Sky	-25
3 TWA Ambassador	-39
4 Pan Am Clipper	-51
5 Eastern Review	-229
6 United	-232
Total	**-318**

Avg. Ad Pages/Copy

1 Eastern Review	95
2 United	94
3 Sky	74
4 Pan Am Clipper	59
5 AmericanWay	57
6 TWA Ambassador	56

Ad Revenue

	$000
1 United	15,686
2 Eastern Review	13,485
3 AmericanWay	11,402
4 Sky	9,533
5 Pan Am Clipper	5,719
6 TWA Ambassador	5,508
Total	**61,333**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Sky	21.2
2 TWA Ambassador	8.0
3 Pan Am Clipper	2.6
4 Eastern Review	-4.7
5 AmericanWay	-6.0
6 United	-8.8

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Sky	1,669
2 TWA Ambassador	406
3 Pan Am Clipper	143
4 Eastern Review	-684
5 AmericanWay	-732
6 United	-1,514
Total	**-880**

Avg. Edit. Pages/Copy

1 Eastern Review	74
2 Sky	74
3 United	61
4 TWA Ambassador	57
5 AmericanWay	56
6 Pan Am Clipper	45

Average Circulation

1 United	407,425
2 Eastern Review	332,570
3 Sky	294,000
4 TWA Ambassador	269,234
5 Pan Am Clipper	233,461
6 AmericanWay	151,003
Total	**1,687,693**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 TWA Ambassador	8.1
2 Eastern Review	4.9
3 United	2.0
4 Pan Am Clipper	1.2
5 Sky	0.0
6 AmericanWay	-40.7

Net Chg. Avg. Circ.

1985 vs. 1984	
1 TWA Ambassador	20,084
2 Eastern Review	15,657
3 United	7,988
4 Pan Am Clipper	2,839
5 Sky	0
6 AmericanWay	-103,618
Total	**-57,050**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Eastern Review	169
2 United	155
3 Sky	147
4 AmericanWay	114
5 TWA Ambassador	112
6 Pan Am Clipper	104

Total Revenue

ad rev. + circ. rev.	$000
1 United	15,686
2 Eastern Review	13,485
3 AmericanWay	11,402
4 Sky	9,533
5 Pan Am Clipper	5,719
6 TWA Ambassador	5,508
Total	**61,333**

% Chg. Total Revenue

1985 vs. 1984	%
1 Sky	21.2
2 TWA Ambassador	8.0
3 Pan Am Clipper	2.6
4 Eastern Review	-4.7
5 AmericanWay	-6.0
6 United	-8.8

MAGAZINE PROFILES

AmericanWay

AA Magazine Publications
P.O. Box 619616
DFW Airport, TX 75261-9616
(817) 355-1583
Year founded: 1966
Published: Biweekly

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA

Primary SRDS Classification No. C-1

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Member: BPA

Primary SRDS Classification No. C-1

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Editorial Description: Pan Am Clipper is a general interest magazine for international and domestic airline travelers. Editorial content emphasizes business, travel entertainment, sports, photo essays, ideas and trends, dining, and the arts.

Member: BPA

Primary SRDS Classification No. C-1 ▶

Figures are Folio estimates for the calendar year 1985.

INFLIGHT

Continued

Sky

(formerly Delta Sky)

Halsey Publishing Company
12955 Biscayne Boulevard, Suite 202
North Miami, FL 33181
(305) 893-1520
Year founded: 1972
Published: Monthly

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. C-1

TWA Ambassador

East/West Network, Inc.
34 East 51st St.
New York, NY 10022
(212) 888-5900
Year founded: 1968
Published: Monthly

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA
Primary SRDS Classification No. C-1

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA
Primary SRDS Classification No. C-1

BUSINESS & FINANCIAL

Continued from page 97

Sylvia Porter's Personal Finance Magazine

Sylvia Porter's Personal Finance Magazine Company
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Year founded: 1983
Published: Bimonthly

Editorial Description: Sylvia Porters Personal Finance Magazine covers areas of consumer economics, with features on investing, real estate, taxes, entrepreneurism, etc. In addition to regular features, each issue contains a special section giving in-depth information on a subject of special concern to readers.

Member: ABC
Primary SRDS Classification No. C-8

VENTURE

The Magazine for Entrepreneurs

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Editorial Description: VENTURE is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include Entreprenews, Making It Happen, Personal Portfolios, Venture Financing, Managing Ventures, Putting Ideas Into Action, Franchise Facts, Venture Strategies, Book Reviews and a Washington Newsletter.

Member: ABC
Primary SRDS Classification No. C-8

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include special sections devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC
Primary SRDS Classification No. C-49

HOME ENTERTAINMENT

Continued from page 124

Video

Reese Communications, Inc.
460 West 34th Street
New York, NY 10001
(212) 947-6500
Year founded: 1978
Published: Monthly

Editorial Description: Video magazine is edited for video equipment and programming enthusiasts as well as the prospective purchaser of VCRs, TVs, tapes and accessories. Articles cover equipment reviews, how-to's, technical tips, money-saving shopping advice, product comparisons, new products, provocative pieces on programming, entertainment, actors, directors, genres, made for video subjects and the practical implications of new technologies for the viewer. Regular departments include new videocassette and disc titles, in-depth product testing, audio applications, technical Q & A, what's new in programming, video personalities, industry news and new product information on VCRs, camcorders, monitors, TVs, disc players, satellite dishes, blank tape, head cleaners and accessories.

Member: ABC
Primary SRDS Classification No. C-47

Video Review

Viare Publishing
902 Broadway
New York, NY 10010
(212) 477-2200
Year founded: 1980
Published: Monthly

Editorial Description: Video Review, Incorporating Home Video, is edited for consumers who want news on home video technology programming, and events, with reviews of videodiscs, tapes, TV programs, by reviewers in different topic areas. There are also "how to" articles on videotaping, editing, camera use, lighting, etc. Also included are investigative reports on controversies of interest to video consumers, shoppers' guides to new equipment, and news coverage of coming technologies, including teletext, direct satellite broadcasts, and low-power TV. Departments include Q&A, New Products, Previews, Coming on TV.

Member: ABC
Primary SRDS Classification No. C-47

Figures are FOLIO estimates for the calendar year 1985.

LIFESTYLES

Ad Pages

1	Blood-Horse	6,598
2	Yachting	1,942
3	Cruising World	1,619
4	Boating	1,566
5	Sail	1,481
6	Trailer Life	1,418
7	Rolling Stone	1,180
8	Bicycling	852
9	Rodale's Org. Gardening	695
10	Outside	587
11	American Health	559
12	Flying	507
13	Runner's World	498
14	Grit	389
15	Country Journal	328
16	Mother Earth News	268
17	Americana	214
18	Early American Life	122
	Total	**20,823**

% Chg. Ad Pages

	1985 vs. 1984	%
1	American Health	38.0
2	Outside	12.9
3	Rolling Stone	8.6
4	Grit	6.6
5	Boating	– 1.5
6	Trailer Life	– 3.6
7	Blood-Horse	– 5.2
8	Yachting	– 5.7
9	Cruising World	– 7.2
10	Americana	– 7.3
11	Mother Earth News	– 8.3
12	Sail	– 9.6
13	Flying	– 11.8
14	Bicycling	– 12.5
15	Rodale's Org. Gardening	– 12.8
16	Country Journal	– 14.0
17	Runner's World	– 19.9
18	Early American Life	– 25.2

Net Chg. Ad Pages

	1985 vs. 1984	
1	American Health	154
2	Rolling Stone	93
3	Outside	67
4	Grit	24
5	Americana	– 17
6	Mother Earth News	– 24
7	Boating	– 25
8	Early American Life	– 41
9	Trailer Life	– 53
10	Country Journal	– 53
11	Flying	– 68
12	Rodale's Org. Gardening	– 102
13	Yachting	– 117
14	Bicycling	– 122
15	Runner's World	– 124
16	Cruising World	– 125
17	Sail	– 157
18	Blood-Horse	– 360
	Total	**– 1,050**

Avg. Ad Pages/Copy

1	Yachting	162
2	Cruising World	135
3	Boating	131
4	Blood-Horse	127
5	Sail	123
6	Trailer Life	118
7	Bicycling	95
8	Rodale's Org. Gardening	58
9	American Health	56
10	Rolling Stone	49
11	Outside	49
12	Mother Earth News	45
13	Flying	42
14	Runner's World	38
15	Americana	36
16	Country Journal	27
17	Early American Life	20
18	Grit	7

Ad Revenue

		$000
1	Rolling Stone	29,473
2	Boating	13,856
3	Yachting	10,654
4	Sail	9,931
5	Rodale's Org. Gardening	8,707
6	American Health	8,329
7	Trailer Life	7,898
8	Flying	7,052
9	Blood-Horse	6,760
10	Bicycling	6,208
11	Runner's World	5,252
12	Outside	4,655
13	Cruising World	4,525
14	Mother Earth News	2,349
15	Country Journal	2,241
16	Grit	1,972
17	Americana	1,871
18	Early American Life	830
	Total	**132,563**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	American Health	67.4
2	Rolling Stone	31.3
3	Outside	25.4
4	Boating	24.1
5	Yachting	11.8
6	Trailer Life	6.0
7	Blood-Horse	5.0
8	Flying	3.2
9	Bicycling	2.4
10	Cruising World	0.6
11	Americana	0.0
12	Early American Life	– 2.0
13	Sail	– 3.7
14	Grit	– 4.8
15	Rodale's Org. Gardening	– 8.6
16	Country Journal	– 10.2
17	Runner's World	– 18.0
18	Mother Earth News	– 20.3

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Rolling Stone	7,028
2	American Health	3,355
3	Boating	2,695
4	Yachting	1,127
5	Outside	943
6	Trailer Life	446
7	Blood-Horse	320
8	Flying	218
9	Bicycling	143
10	Cruising World	25
11	Americana	1
12	Early American Life	– 17
13	Grit	– 99
14	Country Journal	– 256
15	Sail	– 377
16	Mother Earth News	– 599
17	Rodale's Org. Gardening	– 821
18	Runner's World	– 1,152
	Total	**12,980**

Avg. Edit. Pages/Copy

1	Blood-Horse	127
2	Mother Earth News	109
3	Cruising World	90
4	Bicycling	85
5	Yachting	80
6	Sail	77
7	Trailer Life	76
8	Rodale's Org. Gardening	72
9	Boating	69
10	Runner's World	68
11	Americana	67
12	Early American Life	66
13	Outside	65
14	American Health	62
15	Flying	56
16	Rolling Stone	42
17	Grit	23
18	Country Journal	ne

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ne = not estimated

MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: 10x per year

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. C-23

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. C-24

Bicycling

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. C-45

Figures are Folio estimates for the calendar year 1985.

LIFESTYLES

Continued

Average Circulation

1	Rodale's Org. Gardening	1,266,423
2	Rolling Stone	990,938
3	American Health	787,468
4	Mother Earth News	762,716
5	Grit	587,657
6	Americana	399,234
7	Early American Life	357,728
8	Flying	331,202
9	Country Journal	323,611
10	Trailer Life	305,713
11	Runner's World	294,185
12	Bicycling	248,286
13	Outside	221,242
14	Boating	191,133
15	Sail	170,066
16	Yachting	145,649
17	Cruising World	115,860
18	Blood-Horse	22,233
	Total	7,521,344

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Rolling Stone	20.0
2	American Health	14.3
3	Americana	6.5
4	Blood-Horse	3.7
5	Country Journal	3.6
6	Early American Life	2.9
7	Grit	0.9
8	Trailer Life	0.6
9	Yachting	0.5
10	Cruising World	0.4
11	Outside	0.3
12	Boating	−0.2
13	Flying	−0.5
14	Sail	−0.9
15	Bicycling	−1.3
16	Rodale's Org. Gardening	−8.0
17	Mother Earth News	−12.8
18	Runner's World	−15.1

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Rolling Stone	165,227
2	American Health	98,813
3	Americana	24,533
4	Country Journal	11,388
5	Early American Life	10,063
6	Grit	5,336
7	Trailer Life	1,741
8	Blood-Horse	801
9	Yachting	687
10	Outside	612
11	Cruising World	470
12	Boating	−367
13	Sail	−1,534
14	Flying	−1,571
15	Bicycling	−3,214
16	Runner's World	−52,473
17	Rodale's Org. Gardening	−109,577
18	Mother Earth News	−111,875
	Total	39,060

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Blood-Horse	254
2	Yachting	242
3	Cruising World	225
4	Sail	201
5	Boating	200
6	Trailer Life	194
7	Bicycling	180
8	Mother Earth News	153
9	Rodale's Org. Gardening	129
10	American Health	118
11	Outside	114
12	Runner's World	107
13	Americana	102
14	Flying	99
15	Rolling Stone	91
16	Early American Life	86
17	Grit	30
18	Country Journal	ne

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ne = not estimated

MAGAZINE PROFILES

The Blood-Horse

The Blood-Horse, Inc.
1736 Alexandria Drive
P.O. Box 4038
Lexington, KY 40544
(606) 278-2361
Year founded: 1916
Published: Weekly

Editorial Description: The Blood-Horse is edited for those engaged in owning, breeding, selling, and racing Thoroughbred horses, as well as for track management personnel. Feature articles report important stakes races each week, including pedigrees and racing records of participants. Also included are articles on nutrition, farm facilities, and various aspects of Thoroughbred breeding, racing, training, and care. Statistics on sires, sales of horses and produce of mares are published throughout the year. Approximately two-thirds of the editorial content is concerned with feature stories and one-third with statistics.

Member: ABC

Primary SRDS Classification No. C-25

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC
Primary SRDS Classification No. C-6

Country Journal

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. C-24

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. C-6

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC
Primary SRDS Classification No. C-24

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4200
Year founded: 1927
Published: Monthly

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equip-

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LIFESTYLES
Continued

Avg. Subscription Circ.

1	Rodale's Org. Gardening	1,257,231
2	American Health	718,408
3	Rolling Stone	703,146
4	Mother Earth News	574,623
5	Grit	477,771
6	Americana	380,682
7	Early American Life	321,224
8	Country Journal	302,179
9	Trailer Life	287,681
10	Flying	256,125
11	Runner's World	215,773
12	Bicycling	172,041
13	Outside	163,255
14	Boating	142,294
15	Sail	112,446
16	Yachting	100,549
17	Cruising World	85,488
18	Blood-Horse	21,020
	Total	**6,291,936**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Rolling Stone	25.7
2	American Health	14.4
3	Americana	7.5
4	Grit	6.3
5	Country Journal	4.2
6	Early American Life	4.1
7	Yachting	3.8
8	Blood-Horse	3.4
9	Cruising World	3.3
10	Bicycling	3.2
11	Outside	2.9
12	Flying	0.7
13	Trailer Life	0.7
14	Sail	0.2
15	Boating	−0.9
16	Runner's World	−7.0
17	Rodale's Org. Gardening	−7.9
18	Mother Earth News	−16.1

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Rolling Stone	143,720
2	American Health	90,644
3	Grit	28,451
4	Americana	26,554
5	Early American Life	12,730
6	Country Journal	12,315
7	Bicycling	5,287
8	Outside	4,551
9	Yachting	3,674
10	Cruising World	2,760
11	Trailer Life	1,952
12	Flying	1,834
13	Blood-Horse	700
14	Sail	193
15	Boating	−1,289
16	Runner's World	−16,323
17	Rodale's Org. Gardening	−108,305
18	Mother Earth News	−110,398
	Total	**99,050**

Newsstand Revenue

		$000
1	Rolling Stone	13,883
2	Grit	4,286
3	Mother Earth News	3,386
4	Runner's World	2,579
5	Flying	1,757
6	Bicycling	1,750
7	Sail	1,729
8	Boating	1,623
9	American Health	1,381
10	Yachting	1,375
11	Outside	1,357
12	Cruising World	969
13	Early American Life	565
14	Country Journal	502
15	Trailer Life	433
16	Americana	278
17	Rodale's Org. Gardening	215
18	Blood-Horse	142
	Total	**38,210**

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MAGAZINE PROFILES

ment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC

Primary SRDS Classification No. C-4

GRIT

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771
Year founded: 1882
Published: Weekly

Editorial Description: GRIT is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, sewing, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. C-22

Mother Earth News
The Original Country Magazine

The Mother Earth News, Inc.
105 Stoney Mountain Road
P.O. Box 70
Hendersonville, NC 28791
(704) 693-0211
Year founded: 1970
Published: Bimonthly

Editorial Description: Mother Earth News, The Original Country Magazine, is a dual audience service magazine read by people who live the increasingly popular "country lifestyle." It provides readers with how-to-do-it information on food, gardening, home improvement, crafts, do-it-yourself skills, small business opportunities, energy use and conservation, and selective buying of quality products.

Member: ABC

Primary SRDS Classification No. C-22

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: Monthly

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. C-8B

Rodale's Organic Gardening
(formerly Organic Gardening)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Editorial Description: Rodale's Organic Gardening is a "how-to-do-it" home gardening magazine which offers practical advice on fruit and vegetable growing, along with ornamentals, landscaping and lawn care. It also features processing and preparation of healthful foods in the Gardener's Kitchen, home and grounds improvement projects, and other aspects of an active homeowners lifestyle.

Member: ABC

Primary SRDS Classification No. C-21

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: 24X per year

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. C-33

Runner's World

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. C-45

Figures are FOLIO estimates for the calendar year 1985.

LIFESTYLES

Continued

Avg. Newsstand Circ.

1	Rolling Stone	287,793
2	Mother Earth News	188,093
3	Grit	109,886
4	Runner's World	78,413
5	Bicycling	76,245
6	Flying	75,077
7	American Health	69,060
8	Outside	57,987
9	Sail	57,620
10	Boating	48,839
11	Yachting	45,100
12	Early American Life	36,504
13	Cruising World	30,373
14	Country Journal	21,433
15	Americana	18,552
16	Trailer Life	18,032
17	Rodale's Org. Gardening	9,192
18	Blood-Horse	1,213
	Total	**1,229,412**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	American Health	13.4
2	Blood-Horse	9.1
3	Rolling Stone	8.1
4	Boating	1.9
5	Mother Earth News	−0.8
6	Trailer Life	−1.2
7	Sail	−2.9
8	Country Journal	−4.1
9	Flying	−4.3
10	Yachting	−6.2
11	Outside	−6.4
12	Early American Life	−6.8
13	Cruising World	−7.0
14	Americana	−9.8
15	Bicycling	−10.0
16	Rodale's Org. Gardening	−12.2
17	Grit	−17.4
18	Runner's World	−31.6

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Rolling Stone	21,508
2	American Health	8,169
3	Boating	922
4	Blood-Horse	101
5	Trailer Life	−211
6	Country Journal	−927
7	Rodale's Org. Gardening	−1,272
8	Mother Earth News	−1,477
9	Sail	−1,727
10	Americana	−2,021
11	Cruising World	−2,290
12	Early American Life	−2,667
13	Yachting	−2,987
14	Flying	−3,406
15	Outside	−3,939
16	Bicycling	−8,500
17	Grit	−23,115
18	Runner's World	−36,151
	Total	**−59,990**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Rolling Stone	37.5
2	American Health	26.0
3	Americana	15.5
4	Blood-Horse	15.4
5	Rodale's Org. Gardening	14.4
6	Country Journal	11.9
7	Bicycling	9.2
8	Boating	6.5
9	Outside	2.2
10	Yachting	−0.7
11	Mother Earth News	−0.8
12	Trailer Life	−1.2
13	Sail	−2.9
14	Early American Life	−3.9
15	Flying	−4.3
16	Cruising World	−7.0
17	Grit	−18.9
18	Runner's World	−35.1

Total Revenue

	ad rev. + circ. rev.	$000
1	Rolling Stone	54,816
2	Rodale's Org. Gardening	22,814
3	American Health	17,970
4	Boating	17,822
5	Mother Earth News	14,883
6	Sail	13,975
7	Yachting	13,909
8	Flying	13,044
9	Grit	12,027
10	Runner's World	11,641
11	Trailer Life	10,958
12	Bicycling	10,176
13	Outside	8,367
14	Blood-Horse	8,343
15	Cruising World	7,023
16	Country Journal	6,766
17	Americana	5,679
18	Early American Life	5,448
	Total	**255,661**

% Chg. Total Revenue

	1985 vs. 1984	%
1	American Health	37.4
2	Rolling Stone	31.1
3	Outside	19.3
4	Boating	18.7
5	Yachting	9.3
6	Blood-Horse	5.7
7	Americana	5.4
8	Trailer Life	4.4
9	Bicycling	3.6
10	Flying	2.1
11	Early American Life	0.9
12	Country Journal	0.6
13	Cruising World	0.1
14	Grit	−3.2
15	Rodale's Org. Gardening	−3.2
16	Sail	−3.7
17	Mother Earth News	−13.1
18	Runner's World	−20.8

Subscription Revenue

		$000
1	Rodale's Org. Gardening	13,892
2	Rolling Stone	11,461
3	Mother Earth News	9,149
4	American Health	8,260
5	Grit	5,770
6	Flying	4,235
7	Early American Life	4,053
8	Country Journal	4,024
9	Runner's World	3,810
10	Americana	3,530
11	Trailer Life	2,627
12	Outside	2,355
13	Boating	2,343
14	Sail	2,316
15	Bicycling	2,218
16	Yachting	1,881
17	Cruising World	1,529
18	Blood-Horse	1,440
	Total	**84,893**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Rolling Stone	23.8
2	Outside	19.4
3	American Health	17.8
4	Grit	13.9
5	Blood-Horse	8.5
6	Americana	7.7
7	Country Journal	6.5
8	Cruising World	3.7
9	Yachting	3.7
10	Flying	3.0
11	Bicycling	2.9
12	Early American Life	2.3
13	Trailer Life	0.9
14	Boating	0.8
15	Rodale's Org. Gardening	0.2
16	Sail	−4.2
17	Runner's World	−11.7
18	Mother Earth News	−15.7

MAGAZINE PROFILES

Trailer Life

TL Enterprises, Inc.
29901 Agoura Road
Agoura, CA 91301
(818) 991-4980
Year founded: 1941
Published: Monthly

Editorial Description: Trailer Life magazine is written specifically for people whose overall lifestyle is based on travel and recreation in their RV. Every issue includes product tests, travel articles, and other features—ranging from cooking tips to vehicle maintenance.

Member: ABC

Primary SRDS Classification No. C-8A

SAIL

Sail Publications, Inc.
100 First Avenue
Charlestown, MA 01297
(617) 241-9500
Year founded: 1970
Published: Monthly

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. C-6

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. C-6

MATURITY

Ad Pages

1 50 Plus	388
2 VFW	327
3 Modern Maturity	276
Total	**991**

% Chg. Ad Pages

1985 vs. 1984	%
1 VFW	14.3
2 Modern Maturity	9.4
3 50 Plus	−7.5

Net Chg. Ad Pages

1985 vs. 1984	
1 VFW	41
2 Modern Maturity	24
3 50 Plus	−32
Total	**33**

Avg. Ad Pages/Copy

1 Modern Maturity	46
2 50 Plus	32
3 VFW	30

Ad Revenue

	$000
1 Modern Maturity	26,103
2 50 Plus	3,985
3 VFW	3,144
Total	**33,232**

% Chg. Ad Revenue

1985 vs. 1984	%
1 50 Plus	40.2
2 Modern Maturity	35.0
3 VFW	14.7

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Modern Maturity	6,763
2 50 Plus	1,143
3 VFW	403
Total	**8,309**

Avg. Edit. Pages/Copy

1 Modern Maturity	131
2 50 Plus	48
3 VFW	34

Average Circulation

1 Modern Maturity	12,228,659
2 VFW	1,865,743
3 50 Plus	414,165
Total	**14,508,567**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 50 Plus	31.4
2 Modern Maturity	18.4
3 VFW	0.8

Net Chg. Avg. Circ.

1985 vs. 1984	
1 Modern Maturity	1,899,540
2 50 Plus	99,001
3 VFW	14,607
Total	**2,013,148**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Modern Maturity	177
2 50 Plus	80
3 VFW	63

Total Revenue

ad rev. + circ. rev.	$000
1 Modern Maturity	55,452
2 50 Plus	9,067
3 VFW	7,192
Total	**71,711**

% Chg. Total Revenue

1985 vs. 1984	%
1 Modern Maturity	38.6
2 50 Plus	35.0
3 VFW	ne

Subscription Revenue

	$000
1 Modern Maturity	29,349
2 50 Plus	5,082
3 VFW	4,049
Total	**38,480**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Modern Maturity	42.1
2 50 Plus	31.2
3 VFW	ne

Avg. Subscription Circ.

1 Modern Maturity	12,228,659
2 VFW	1,865,743
3 50 Plus	414,165
Total	**14,508,567**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 50 Plus	31.4
2 Modern Maturity	18.4
3 VFW	0.8

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Modern Maturity	1,899,540
2 50 Plus	99,001
3 VFW	14,607
Total	**2,013,148**

ne = not estimated

MAGAZINE PROFILES

50 Plus

Retirement Living Publishing Company, Inc.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1961
Published: Monthly

Editorial Description: 50 Plus is a special interest magazine for the over 50 age group. Each issue presents news and features concerning reports on people, money, the law, travel, housing, health, nutrition, education, beauty and style, entertainment and the Washington scene. How to get the most out of the "middle years," and how to plan for retirement is the editorial thrust of 50 Plus.

Member: ABC

Primary SRDS Classification No. C-43A

Modern Maturity

American Association of Retired Persons
3200 East Carson St.
Lakewood, CA 90712
(213) 496-2277
Year founded: 1946
Published: Bimonthly

Editorial Description: Modern Maturity is a general interest magazine for the 50 and over audience. Its editorial focus covers the interests and needs of mature consumers with varied lifestyles. News and features regularly reflect a broad spectrum of subjects—personalities, careers, financial planning, health, nutrition, beauty, home buying and decor, travel, legislation, continuing education, current trends, nostalgia and more. A positive image of mature living is presented for the pre-retirement and retirement years.

Member: ABC

Primary SRDS Classification No. C-43A

VFW

Veterans of Foreign Wars of the United States
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1912
Published: 11x per year

Editorial Description: VFW Magazine is published for members, who are Veterans of a Foreign War, having served on active duty. They average 55 years of age. VFW Magazine's editorial promotes insuring the national security through maximum military strength, speeding the rehabilitation of disabled and needy veterans, assisting VFW's widows and orphans and promoting Americanism through education in patriotism and constructive service to their communities.

Member: ABC

Primary SRDS Classification No. C-20

Figures are Folio estimates for the calendar year 1985.

MEN'S LIFESTYLES

Ad Pages

1	Gentlemen's Quarterly	1,863
2	Esquire	1,374
3	Playboy	912
4	M The Civilized Man	673
5	Soldier of Fortune	510
6	Penthouse	490
7	Science Digest	286
8	Gallery	140
9	Newlook	112
	Total	**6,360**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Gallery	21.7
2	Soldier of Fortune	13.7
3	Esquire	1.2
4	Playboy	−2.6
5	Gentlemen's Quarterly	−3.1
6	M The Civilized Man	−12.4
7	Penthouse	−23.2
8	Science Digest	−25.0
9	Newlook	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Soldier of Fortune	61
2	Gallery	25
3	Esquire	16
4	Playboy	−24
5	Gentlemen's Quarterly	−59
6	Science Digest	−95
7	M The Civilized Man	−95
8	Penthouse	−148
9	Newlook	ne
	Total	**−319**

Avg. Ad Pages/Copy

1	Gentlemen's Quarterly	155
2	Esquire	115
3	Playboy	76
4	M The Civilized Man	56
5	Soldier of Fortune	43
6	Penthouse	41
7	Science Digest	24
8	Newlook	14
9	Gallery	12

Ad Revenue

		$000
1	Playboy	57,735
2	Esquire	32,003
3	Gentlemen's Quarterly	29,492
4	Penthouse	20,179
5	M The Civilized Man	5,750
6	Science Digest	4,156
7	Soldier of Fortune	1,196
8	Newlook	1,092
9	Gallery	578
	Total	**152,181**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Gallery	15.1
2	Gentlemen's Quarterly	10.4
3	Esquire	7.1
4	Soldier of Fortune	6.8
5	Playboy	5.0
6	M The Civilized Man	2.4
7	Penthouse	−8.4
8	Science Digest	−16.2
9	Newlook	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Gentlemen's Quarterly	2,767
2	Playboy	2,760
3	Esquire	2,110
4	M The Civilized Man	132
5	Gallery	76
6	Soldier of Fortune	76
7	Science Digest	−802
8	Penthouse	−1,846
9	Newlook	ne
	Total	**5,273**

Avg. Edit. Pages/Copy

1	Playboy	158
2	Penthouse	135
3	Newlook	134
4	Gentlemen's Quarterly	125
5	Esquire	118
6	Gallery	98
7	M The Civilized Man	88
8	Soldier of Fortune	74
9	Science Digest	70

Average Circulation

1	Playboy	4,131,325
2	Penthouse	3,090,869
3	Esquire	705,558
4	Gentlemen's Quarterly	645,348
5	Science Digest	581,971
6	Gallery	464,649
7	Newlook	340,970
8	Soldier of Fortune	179,282
9	M The Civilized Man	133,867
	Total	**10,273,839**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	33.2
2	Soldier of Fortune	7.5
3	Gentlemen's Quarterly	3.3
4	Science Digest	2.8
5	Playboy	−1.9
6	Esquire	−2.0
7	Gallery	−5.9
8	Penthouse	−11.3
9	Newlook	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	M The Civilized Man	33,401
2	Gentlemen's Quarterly	20,681
3	Science Digest	15,920
4	Soldier of Fortune	12,518
5	Esquire	−14,164
6	Gallery	−28,966
7	Playboy	−78,500
8	Penthouse	−394,840
9	Newlook	ne
	Total	**−433,950**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Gentlemen's Quarterly	281
2	Playboy	234
3	Esquire	233
4	Penthouse	175
5	Newlook	148
6	M The Civilized Man	144
7	Soldier of Fortune	117
8	Gallery	110
9	Science Digest	93

▶

ne = not estimated

MAGAZINE PROFILES

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. C-30

Gallery

Montcalm Publishing Corporation
800 Second Avenue
New York, NY 10017
(212) 986-9600
Year founded: 1972
Published: Monthly

Editorial Description: Gallery is a magazine aimed at entertaining and educating the contemporary man. Gallery enlightens its audience regarding political, cultural, and social trends on a national and global level through serious and provocative investigative reports, candid interviews, human-interest features, service-oriented articles, fiction, humor, and tastefully presented photographic portfolios of beautiful women. In every issue of Gallery is our "Heroes" feature, a first-person account of the effects of the Vietnam War written by Vietnam veterans; our exclusive "Toys for Men" service feature; and columns dealing wih travel, entertainment news, automotives, men's fashion, health and fitness, and outdoor leisure activities.

Member: ABC

Primary SRDS Classification No. C-30

Gentlemen's Quarterly

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1957
Published: Monthly

Editorial Description: Gentlemen's Quarterly (GQ) is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Member: ABC

Primary SRDS Classification No. C-30

M

The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10128
(212) 741-4000
Year founded: 1983
Published: Monthly

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The ▶

Figures are Folio estimates for the calendar year 1985.

MEN'S LIFESTYLES

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Playboy	172,332
2 Penthouse	152,411
3 Gentlemen's Quarterly	45,582
4 Esquire	44,112
5 Gallery	20,078
6 Science Digest	13,339
7 Newlook	10,654
8 M The Civilized Man	9,214
9 Soldier of Fortune	7,582
Total	**475,304**

% Chg. Total Revenue

1985 vs. 1984	%
1 M The Civilized Man	13.5
2 Soldier of Fortune	10.4
3 Gentlemen's Quarterly	7.2
4 Esquire	5.4
5 Gallery	1.4
6 Playboy	0.6
7 Science Digest	-6.3
8 Penthouse	-9.9
9 Newlook	ne

Subscription Revenue

	$000
1 Playboy	49,604
2 Esquire	7,886
3 Penthouse	7,750
4 Science Digest	5,132
5 Gentlemen's Quarterly	4,730
6 M The Civilized Man	1,583
7 Soldier of Fortune	771
8 Gallery	521
9 Newlook	230
Total	**78,207**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 M The Civilized Man	39.4
2 Penthouse	31.0
3 Gentlemen's Quarterly	10.5
4 Science Digest	8.9
5 Playboy	7.2
6 Gallery	1.6
7 Esquire	-1.5
8 Soldier of Fortune	-8.0
9 Newlook	ne

Avg. Subscription Circ.

1 Playboy	2,504,869
2 Esquire	569,145
3 Science Digest	413,228
4 Gentlemen's Quarterly	266,672
5 Penthouse	225,260
6 M The Civilized Man	81,618
7 Soldier of Fortune	31,208
8 Gallery	22,881
9 Newlook	7,658
Total	**4,122,539**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 M The Civilized Man	30.2
2 Penthouse	13.2
3 Gentlemen's Quarterly	10.8
4 Science Digest	9.9
5 Playboy	5.9
6 Gallery	-1.8
7 Soldier of Fortune	-3.2
8 Esquire	-3.5
9 Newlook	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Playboy	139,377
2 Science Digest	37,204
3 Penthouse	26,314
4 Gentlemen's Quarterly	25,966
5 M The Civilized Man	18,954
6 Gallery	-425
7 Soldier of Fortune	-1,030
8 Esquire	-20,810
9 Newlook	ne
Total	**225,550**

Newsstand Revenue

	$000
1 Penthouse	124,482
2 Playboy	64,993
3 Gallery	18,978
4 Gentlemen's Quarterly	11,360
5 Newlook	9,333
6 Soldier of Fortune	5,615
7 Esquire	4,223
8 Science Digest	4,050
9 M The Civilized Man	1,881
Total	**244,915**

Avg. Newsstand Circ.

1 Penthouse	2,865,610
2 Playboy	1,626,456
3 Gallery	441,768
4 Gentlemen's Quarterly	378,676
5 Newlook	333,312
6 Science Digest	168,743
7 Soldier of Fortune	148,074
8 Esquire	136,413
9 M The Civilized Man	52,249
Total	**6,151,301**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 M The Civilized Man	38.2
2 Soldier of Fortune	10.1
3 Esquire	5.1
4 Gentlemen's Quarterly	-1.4
5 Gallery	-6.1
6 Science Digest	-11.2
7 Playboy	-11.8
8 Penthouse	-12.8
9 Newlook	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 M The Civilized Man	14,447
2 Soldier of Fortune	13,548
3 Esquire	6,646
4 Gentlemen's Quarterly	-5,286
5 Science Digest	-21,285
6 Gallery	-28,541
7 Playboy	-217,877
8 Penthouse	-421,155
9 Newlook	ne
Total	**-659,503**

% Chg. News. Revenue

1985 vs. 1984	%
1 M The Civilized Man	38.2
2 Soldier of Fortune	14.4
3 Esquire	6.8
4 Gallery	1.0
5 Gentlemen's Quarterly	-1.4
6 Playboy	-7.3
7 Science Digest	-11.2
8 Penthouse	-11.8
9 Newlook	ne

ne = not estimated

MAGAZINE PROFILES

civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No.C-30

NEWLOOK

NEWLOOK International, Ltd.
1965 Broadway
New York, NY 10023-5965
(212) 496-6100
Year founded: 1985
Published: 8x in 1985, monthly thereafter

Editorial Description: NEWLOOK is a lifestyle magazine edited for young, high-energy men. NEWLOOK exploits photographic techniques to bring readers visual perspectives on worldwide trends in fashion, travel, culture, sports, entertainment and glamour.

Member: ABC

Primary SRDS Classification No. C-30

PENTHOUSE

PENTHOUSE International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1969
Published: Monthly

Editorial Description: PENTHOUSE is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. PENTHOUSE features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, and from front-rank fiction to humor.

Member: ABC

Primary SRDS Classification No. C-30

(Continued on page 148)

MEN'S SERVICE

Ad Pages

1	Popular Mechanics	1,154
2	Popular Science	790
3	Home Mechanix	773
4	Family Handyman	649
5	Practical Homeowner	511
6	Workbench	321
7	Homeowner	282
8	Fine Woodworking	271
9	Wood	250
	Total	**5,001**

% Chg. Ad Pages

	1985 vs. 1984	%
1	Practical Homeowner	8.9
2	Homeowner	8.6
3	Popular Mechanics	0.3
4	Home Mechanix	−7.6
5	Workbench	−10.4
6	Family Handyman	−14.0
7	Popular Science	−18.6
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Practical Homeowner	42
2	Homeowner	22
3	Popular Mechanics	3
4	Workbench	−37
5	Home Mechanix	−63
6	Family Handyman	−106
7	Popular Science	−180
8	Wood	ne
9	Fine Woodworking	ne
	Total	**−319**

Avg. Ad Pages/Copy

1	Popular Mechanics	96
2	Popular Science	66
3	Family Handyman	65
4	Home Mechanix	64
5	Practical Homeowner	57
6	Workbench	53
7	Fine Woodworking	45
8	Wood	42
9	Homeowner	28

Ad Revenue

		$000
1	Popular Mechanics	28,714
2	Popular Science	21,080
3	Home Mechanix	16,722
4	Family Handyman	11,260
5	Practical Homeowner	5,921
6	Workbench	2,856
7	Fine Woodworking	2,191
8	Homeowner	2,084
9	Wood	1,810
	Total	**92,638**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Practical Homeowner	32.6
2	Homeowner	12.7
3	Popular Mechanics	5.4
4	Workbench	−4.2
5	Family Handyman	−6.6
6	Popular Science	−8.1
7	Home Mechanix	−14.2
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Popular Mechanics	1,459
2	Practical Homeowner	1,457
3	Homeowner	236
4	Workbench	−125
5	Family Handyman	−797
6	Popular Science	−1,866
7	Home Mechanix	−2,759
8	Wood	ne
9	Fine Woodworking	ne
	Total	**−2,395**

Avg. Edit. Pages/Copy

1	Popular Mechanics	94
2	Popular Science	69
3	Fine Woodworking	67
4	Home Mechanix	60
5	Workbench	59
6	Family Handyman	58
7	Practical Homeowner	56
8	Wood	48
9	Homeowner	47

Average Circulation

1	Popular Science	1,810,387
2	Popular Mechanics	1,662,859
3	Home Mechanix	1,411,902
4	Family Handyman	1,206,596
5	Workbench	883,760
6	Practical Homeowner	729,080
7	Homeowner	685,291
8	Wood	393,000
9	Fine Woodworking	268,368
	Total	**9,051,243**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Homeowner	7.1
2	Practical Homeowner	2.4
3	Popular Mechanics	0.6
4	Popular Science	0.4
5	Workbench	0.1
6	Family Handyman	−0.2
7	Home Mechanix	−11.3
8	Fine Woodworking	ne
9	Wood	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Homeowner	45,670
2	Practical Homeowner	16,798
3	Popular Mechanics	10,674
4	Popular Science	7,027
5	Workbench	627
6	Family Handyman	−3,008
7	Home Mechanix	−179,813
8	Fine Woodworking	ne
9	Wood	ne
	Total	**−102,025**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Popular Mechanics	190
2	Popular Science	135
3	Home Mechanix	125
4	Family Handyman	123
5	Practical Homeowner	113
6	Workbench	112
7	Fine Woodworking	112
8	Wood	90
9	Homeowner	75

▶

ne = not estimated

MAGAZINE PROFILES

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7280
Year founded: 1951
Published: 10x per year

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement. Major editorial categories include home improvement, repair and maintenance, home technologies, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto care, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage, Understandable Home Technologies, Home Finance and Home and Shop Improvements.

Member: ABC

Primary SRDS Classification No. C-24

Fine Woodworking

The Taunton Press
63 South Main Street
P.O. Box 355
Newtown, CT 06470
(203) 426-8171
Year founded: 1975
Published: Bimonthly

Editorial Description: Fine Woodworking contains articles by experienced woodworkers—about techniques, tools, materials and design. There are projects and profiles, some basic instruction and some far out experiments. Cabinetmaking is at the heart of the magazine, but articles range from one end of the craft to the other: from carving to turning, from the science of wood technology to the art of wood finishing. The format features color illustrations and photographs.

Primary SRDS Classification No. C-11

Home Mechanix

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6581
Year founded: 1928
Published: Monthly

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. C-29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1975
Published: 10x per year

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and ▶

MEN'S SERVICE

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Popular Mechanics	46,937
2	Popular Science	39,760
3	Home Mechanix	31,003
4	Family Handyman	23,048
5	Practical Homeowner	13,747
6	Homeowner	8,652
7	Wood	7,570
8	Workbench	7,231
9	Fine Woodworking	7,222
	Total	**185,170**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Practical Homeowner	23.4
2	Homeowner	18.1
3	Popular Mechanics	5.2
4	Family Handyman	1.5
5	Workbench	−2.4
6	Popular Science	−5.0
7	Home Mechanix	−9.8
8	Wood	ne
9	Fine Woodworking	ne

Subscription Revenue

		$000
1	Popular Science	14,289
2	Popular Mechanics	12,740
3	Home Mechanix	12,078
4	Family Handyman	10,752
5	Practical Homeowner	7,434
6	Homeowner	6,155
7	Wood	4,530
8	Workbench	4,043
9	Fine Woodworking	4,029
	Total	**76,050**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Homeowner	21.4
2	Practical Homeowner	17.0
3	Family Handyman	12.9
4	Popular Mechanics	7.6
5	Popular Science	1.3
6	Workbench	−0.9
7	Home Mechanix	−1.0
8	Fine Woodworking	ne
9	Wood	ne

Avg. Subscription Circ.

1	Popular Science	1,601,307
2	Popular Mechanics	1,358,195
3	Home Mechanix	1,297,199
4	Family Handyman	1,147,363
5	Workbench	846,844
6	Practical Homeowner	702,010
7	Homeowner	661,259
8	Wood	327,500
9	Fine Woodworking	223,854
	Total	**8,165,531**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Homeowner	8.0
2	Practical Homeowner	1.9
3	Popular Science	1.7
4	Popular Mechanics	1.0
5	Workbench	0.3
6	Family Handyman	0.2
7	Home Mechanix	−10.0
8	Fine Woodworking	ne
9	Wood	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Homeowner	48,922
2	Popular Science	26,954
3	Popular Mechanics	13,506
4	Practical Homeowner	13,215
5	Workbench	2,511
6	Family Handyman	2,112
7	Home Mechanix	−144,601
8	Fine Woodworking	ne
9	Wood	ne
	Total	**−37,381**

Newsstand Revenue

		$000
1	Popular Mechanics	5,484
2	Popular Science	4,391
3	Home Mechanix	2,202
4	Wood	1,230
5	Family Handyman	1,037
6	Fine Woodworking	1,002
7	Homeowner	413
8	Practical Homeowner	392
9	Workbench	332
	Total	**16,483**

Avg. Newsstand Circ.

1	Popular Mechanics	304,664
2	Popular Science	209,080
3	Home Mechanix	114,704
4	Wood	65,500
5	Family Handyman	59,234
6	Fine Woodworking	44,514
7	Workbench	36,917
8	Practical Homeowner	27,071
9	Homeowner	24,032
	Total	**885,716**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Practical Homeowner	15.3
2	Popular Mechanics	−0.9
3	Workbench	−4.9
4	Family Handyman	−8.0
5	Popular Science	−8.7
6	Homeowner	−11.9
7	Home Mechanix	−23.5
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Practical Homeowner	3,583
2	Workbench	−1,884
3	Popular Mechanics	−2,832
4	Homeowner	−3,254
5	Family Handyman	−5,120
6	Popular Science	−19,928
7	Home Mechanix	−35,214
8	Wood	ne
9	Fine Woodworking	ne
	Total	**−64,649**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Practical Homeowner	23.7
2	Homeowner	1.1
3	Popular Mechanics	−0.9
4	Workbench	−4.8
5	Family Handyman	−7.9
6	Popular Science	−8.7
7	Home Mechanix	−18.4
8	Wood	ne
9	Fine Woodworking	ne

ne = not estimated

MAGAZINE PROFILES

tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No.: C-24

Popular Mechanics

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-4282
Year founded: 1902
Published: Monthly

Editorial Description: Popular Mechanics is on the leading edge of the new technologies and brings to readers the best and latest information to enhance their everyday lives. PM editorial covers the automobile, home, workshop, sports and leisure, electronics, photography—all the subjects of interest to today's multi-dimensional man. New developments, products and techniques are illustrated encouraging the reader to be a participant in life rather than a spectator. PM communicates with the reader to show how to understand, assimilate, enjoy and benefit by the new technologies.

Member: ABC

Primary SRDS Classification No. C-29

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1872
Published: Monthly

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC

Primary SRDS Classification No. C-29

Practical Homeowner

(formerly New Shelter)

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9X per year

Editorial Description: Practical Homeowner is edited for the homeowner who brings a "hands on" approach to the improvement of his home and grounds. It offers information, projects, and techniques for home remodeling and renovation, maintenance and repair, landscaping and gardening, and energy conservation, as well as financial management and new home design and construction. Editorial content is devoted to showing the reader how to develop and use skills and knowledge that will enable him to create a secure, efficient, healthful, and enjoyable home environment, whether doing the work or with the help of professional contractors.

Member: ABC

Primary SRDS Classification No. C-24

(Continued on page 148)

Figures are Folio estimates for the calendar year 1985.

NEWSMAGAZINES

Ad Pages

1	People Weekly	3,866
2	TV Guide	3,670
3	Sports Illustrated	2,786
4	Newsweek	2,714
5	Time	2,696
6	U.S.News & World Report	1,779
7	Sporting News	508
	Total	**18,019**

% Chg. Ad Pages

1985 vs. 1984

		%
1	U.S.News & World Report	1.2
2	TV Guide	−3.4
3	Time	−4.3
4	People Weekly	−4.9
5	Sports Illustrated	−8.1
6	Sporting News	−9.2
7	Newsweek	−9.8

Net Chg. Ad Pages

1985 vs. 1984

1	U.S.News & World Report	21
2	Sporting News	−52
3	Time	−122
4	TV Guide	−130
5	People Weekly	−197
6	Sports Illustrated	−247
7	Newsweek	−296
	Total	**−1,023**

Avg. Ad Pages/Copy

1	People Weekly	76
2	TV Guide	71
3	Sports Illustrated	53
4	Newsweek	52
5	Time	52
6	U.S.News & World Report	35
7	Sporting News	10

Ad Revenue

		$000
1	Time	346,570
2	TV Guide	313,975
3	People Weekly	250,759
4	Newsweek	247,079
5	Sports Illustrated	237,355
6	U.S.News & World Report	102,641
7	Sporting News	7,757
	Total	**1,506,136**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	People Weekly	7.7
2	Time	3.3
3	TV Guide	3.2
4	Sports Illustrated	2.9
5	Sporting News	1.8
6	U.S.News & World Report	1.1
7	Newsweek	0.0

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	People Weekly	17,868
2	Time	10,981
3	TV Guide	9,710
4	Sports Illustrated	6,747
5	U.S.News & World Report	1,161
6	Sporting News	138
7	Newsweek	−51
	Total	**46,554**

Avg. Edit. Pages/Copy

1	TV Guide	151
2	People Weekly	65
3	Sports Illustrated	60
4	Time	53
5	Newsweek	52
6	Sporting News	42
7	U.S.News & World Report	ne

Average Circulation

1	TV Guide	17,031,879
2	Time	4,649,814
3	Newsweek	3,058,246
4	People Weekly	2,901,197
5	Sports Illustrated	2,782,872
6	U.S.News & World Report	2,077,277
7	Sporting News	712,855
	Total	**33,214,140**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Sporting News	7.2
2	People Weekly	4.8
3	Sports Illustrated	4.3
4	Newsweek	1.1
5	Time	0.5
6	U.S.News & World Report	−0.7
7	TV Guide	−1.2

Net Chg. Avg. Circ.

1985 vs. 1984

1	People Weekly	133,092
2	Sports Illustrated	114,168
3	Sporting News	47,943
4	Newsweek	33,234
5	Time	24,492
6	U.S.News & World Report	−15,420
7	TV Guide	−198,474
	Total	**139,035**

Avg. Total Pages/Copy

ad pages + edit. pages

1	TV Guide	222
2	People Weekly	141
3	Sports Illustrated	112
4	Time	105
5	Newsweek	104
6	Sporting News	52
7	U.S.News & World Report	ne

▶

ne = not estimated

MAGAZINE PROFILES

Newsweek

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022-6999
(212) 350-4000
Year founded: 1933
Published: Weekly

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the Washington scene, current affairs, life styles.

Member: ABC

Primary SRDS Classification No. C-36A

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. C-22A

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. Local sports writers are assigned for every major league baseball and football team for authoritative coverage. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. C-36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: 53X per year

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and ▶

Figures are Folio estimates for the calendar year 1985.

NEWSMAGAZINES

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	TV Guide	781,700
2	Time	577,673
3	People Weekly	429,025
4	Sports Illustrated	366,366
5	Newsweek	352,096
6	U.S.News & World Report	175,862
7	Sporting News	34,923
	Total	**2,717,645**

% Chg. Total Revenue

1985 vs. 1984

		%
1	People Weekly	10.9
2	Sporting News	7.1
3	Time	6.8
4	Sports Illustrated	6.7
5	TV Guide	5.1
6	U.S.News & World Report	1.0
7	Newsweek	−0.2

Subscription Revenue

		$000
1	Time	208,859
2	TV Guide	203,679
3	Sports Illustrated	117,078
4	Newsweek	88,414
5	U.S.News & World Report	68,209
6	People Weekly	48,566
7	Sporting News	21,835
	Total	**756,640**

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	People Weekly	23.2
2	Sports Illustrated	16.0
3	Time	13.7
4	Sporting News	10.6
5	U.S.News & World Report	0.7
6	TV Guide	0.7
7	Newsweek	−0.7

Avg. Subscription Circ.

1	TV Guide	8,568,850
2	Time	4,430,445
3	Newsweek	2,890,204
4	Sports Illustrated	2,669,737
5	U.S.News & World Report	2,024,162
6	People Weekly	1,216,995
7	Sporting News	657,846
	Total	**22,458,239**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	People Weekly	20.3
2	Sporting News	8.3
3	Sports Illustrated	4.4
4	Newsweek	1.6
5	Time	0.7
6	U.S.News & World Report	−0.5
7	TV Guide	−0.6

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	People Weekly	205,540
2	Sports Illustrated	111,366
3	Sporting News	50,574
4	Newsweek	44,208
5	Time	29,562
6	U.S.News & World Report	−9,297
7	TV Guide	−52,298
	Total	**379,655**

Newsstand Revenue

		$000
1	TV Guide	264,047
2	People Weekly	129,700
3	Time	22,244
4	Newsweek	16,603
5	Sports Illustrated	11,932
6	Sporting News	5,330
7	U.S.News & World Report	5,011
	Total	**454,867**

Avg. Newsstand Circ.

1	TV Guide	8,463,030
2	People Weekly	1,684,202
3	Time	219,369
4	Newsweek	168,042
5	Sports Illustrated	113,136
6	Sporting News	55,009
7	U.S.News & World Report	53,115
	Total	**10,755,903**

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Sports Illustrated	2.5
2	TV Guide	−1.7
3	Time	−2.3
4	People Weekly	−4.1
5	Sporting News	−4.6
6	Newsweek	−6.1
7	U.S.News & World Report	−10.3

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Sports Illustrated	2,803
2	Sporting News	−2,631
3	Time	−5,072
4	U.S.News & World Report	−6,123
5	Newsweek	−10,975
6	People Weekly	−72,449
7	TV Guide	−146,178
	Total	**−240,625**

% Chg. News. Revenue

1985 vs. 1984

		%
1	People Weekly	13.1
2	TV Guide	11.3
3	Time	3.9
4	Sporting News	1.6
5	Sports Illustrated	0.1
6	U.S.News & World Report	−0.2
7	Newsweek	−0.7

MAGAZINE PROFILES

evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. C-36A

TIME

Time Inc.
Time&Life Building
Rockefeller Center
New York, NY 10020-1393
(212) 586-1212
Year founded: 1923
Published: Weekly

Editorial Description: TIME, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in TIME is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC

Primary SRDS Classification No. C-36A

TV Guide

Triangle Publications, Inc.
#4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Frequency: Weekly

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. C-36A

U.S.News & World Report

U.S.News & World Report, Inc.
2400 N Street, N.W.
Washington, DC 20037
(202) 955-2000
Year founded: 1933
Published: Weekly

Editorial Description: U.S.News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.

Member: ABC

Primary SRDS Classification No. C-36A

OUTDOOR

Ad Pages

1	Field & Stream	1,048
2	Sports Afield	1,034
3	Saltwater Sportsman	904
4	Outdoor Life	849
5	Petersen's Hunting	574
6	Guns & Ammo	553
7	Bassmaster Magazine	518
8	Shooting Times	459
9	Fins and Feathers	367
10	American Rifleman	316
11	American Hunter	241
	Total	6,863

% Chg. Ad Pages

	1985 vs. 1984	%
1	Bassmaster Magazine	11.6
2	Petersen's Hunting	7.4
3	Field & Stream	2.8
4	Shooting Times	2.7
5	Sports Afield	−1.8
6	Guns & Ammo	−5.4
7	Outdoor Life	−7.4
8	Fins and Feathers	−26.9
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Bassmaster Magazine	54
2	Petersen's Hunting	40
3	Field & Stream	29
4	Shooting Times	12
5	Sports Afield	−19
6	Guns & Ammo	−31
7	Outdoor Life	−67
8	Fins and Feathers	−135
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne
	Total	−117

Avg. Ad Pages/Copy

1	Field & Stream	87
2	Sports Afield	86
3	Saltwater Sportsman	75
4	Outdoor Life	71
5	Bassmaster Magazine	58
6	Petersen's Hunting	48
7	Guns & Ammo	46
8	Fins and Feathers	41
9	Shooting Times	38
10	American Rifleman	26
11	American Hunter	20

Ad Revenue

		$000
1	Field & Stream	36,244
2	Outdoor Life	20,639
3	Sports Afield	13,930
4	Guns & Ammo	5,697
5	Bassmaster Magazine	5,598
6	American Rifleman	4,386
7	American Hunter	3,411
8	Petersen's Hunting	3,375
9	Saltwater Sportsman	3,000
10	Fins and Feathers	1,890
11	Shooting Times	1,568
	Total	99,738

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Bassmaster Magazine	20.4
2	Petersen's Hunting	13.4
3	Shooting Times	11.6
4	Sports Afield	8.5
5	Outdoor Life	6.2
6	Field & Stream	5.4
7	Guns & Ammo	2.8
8	Fins and Feathers	−7.9
9	American Rifleman	ne
10	American Hunter	ne
11	Saltwater Sportsman	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Field & Stream	1,852
2	Outdoor Life	1,204
3	Sports Afield	1,086
4	Bassmaster Magazine	948
5	Petersen's Hunting	400
6	Shooting Times	163
7	Guns & Ammo	154
8	Fins and Feathers	−162
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne
	Total	5,645

Avg. Edit. Pages/Copy

1	Sports Afield	77
2	Bassmaster Magazine	71
3	Field & Stream	70
4	Outdoor Life	65
5	Petersen's Hunting	64
6	Saltwater Sportsman	61
7	American Rifleman	61
8	Shooting Times	57
9	Guns & Ammo	57
10	American Hunter	53
11	Fins and Feathers	47

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ne = not estimated

MAGAZINE PROFILES

American Hunter

National Rifle Association of America
1600 Rhode Island Ave., N.W.
Washington, D.C. 20036
(202) 828-6000
Year founded: 1973
Published: Monthly

Editorial Description: The American Hunter is edited for persons interested in sport hunting. Articles dealing with various sport hunting and related activities both at home and abroad are featured each month. With the encouragement of the sport as a prime game management tool, emphasis is on technique, sportsmanship and safety. In each issue hunting equipment and firearms are evaluated, legislative happenings affecting the sport are reported, lore and legend are retold and the business of the Association is recorded in the Official Journal section.

Member: ABC

Primary SRDS Classification No. C-19

American Rifleman

National Rifle Association of America
1600 Rhode Island Ave., N.W.
Washington, D.C. 20036
(202) 828-6000
Year founded: 1888
Published: Monthly

Editorial Description: American Rifleman is edited for persons who have a strong hobby or professional interest in all aspects of firearms ownership and their legitimate use afield and in competition. These are presented for readers with hobby or professional interests in rifles, shotguns, handguns, components, ammunition and shooting accessories. Each issue includes critical evaluations of new firearms, ammunition and accessories. Also included are technical questions and answers, collector shows and books. The business of the Association is recorded in the Official Journal section.

Member: ABC

Primary SRDS Classification No. C-19

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36117
(205) 272-9530
Year founded: 1968
Published: 9x per year

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC

Primary SRDS Classification No. C-19

Field & Stream

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1895
Published: Monthly

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. While hunting and fishing are at the core of the editorial coverage, each issue features articles and departments devoted to conservation, fish and game recipes, camping, boating, gun dogs, vehicles, humor, and new products. Each issue also includes an eight-page locally edited section specifically tailored to the needs of outdoorsmen in each of five geographic regions.

Member: ABC

Primary SRDS Classification No. C-19

Fins and Feathers

Fins and Feathers Publishing Company
318 West Franklin Avenue
Minneapolis, MN 55404
(612) 874-8130
Year founded: 1972
Published: Monthly

Editorial Description: Fins and Feathers is edited for America's sportsman and his family who have an active interest in fishing, hunting, and outdoor recreation as a focal point in their lives. It provides in each of the 41 separate state edi-

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Figures are FOLIO estimates for the calendar year 1985.

OUTDOOR

Continued

Average Circulation

1	Field & Stream	2,008,171
2	Outdoor Life	1,507,813
3	American Hunter	1,496,944
4	American Rifleman	1,457,076
5	Sports Afield	523,904
6	Guns & Ammo	509,185
7	Bassmaster Magazine	416,218
8	Fins and Feathers	392,975
9	Petersen's Hunting	280,036
10	Shooting Times	194,267
11	Saltwater Sportsman	114,722
	Total	8,901,311

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Bassmaster Magazine	2.5
2	Field & Stream	0.2
3	Sports Afield	0.1
4	Outdoor Life	−0.4
5	Guns & Ammo	−2.5
6	Petersen's Hunting	−3.5
7	Shooting Times	−9.2
8	Fins and Feathers	−9.9
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Bassmaster Magazine	10,333
2	Field & Stream	4,997
3	Sports Afield	736
4	Outdoor Life	−5,467
5	Petersen's Hunting	−10,307
6	Guns & Ammo	−13,072
7	Shooting Times	−19,624
8	Fins and Feathers	−43,339
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne
	Total	−75,743

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Sports Afield	163
2	Field & Stream	157
3	Saltwater Sportsman	136
4	Outdoor Life	136
5	Bassmaster Magazine	128
6	Petersen's Hunting	112
7	Guns & Ammo	103
8	Shooting Times	96
9	Fins and Feathers	87
10	American Rifleman	87
11	American Hunter	73

Total Revenue

	ad rev. + circ. rev.	$000
1	Field & Stream	57,626
2	Outdoor Life	38,975
3	Sports Afield	20,225
4	American Rifleman	18,957
5	American Hunter	18,377
6	Guns & Ammo	12,729
7	Bassmaster Magazine	9,861
8	Fins and Feathers	7,746
9	Petersen's Hunting	7,067
10	Saltwater Sportsman	5,326
11	Shooting Times	5,267
	Total	202,156

% Chg. Total Revenue

	1985 vs. 1984	%
1	Bassmaster Magazine	12.2
2	Petersen's Hunting	10.0
3	Guns & Ammo	7.2
4	Field & Stream	6.2
5	Shooting Times	5.9
6	Sports Afield	3.8
7	Outdoor Life	2.5
8	Fins and Feathers	−3.5
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne

Subscription Revenue

		$000
1	Field & Stream	18,051
2	Outdoor Life	15,307
3	American Hunter	14,966
4	American Rifleman	14,571
5	Fins and Feathers	4,972
6	Bassmaster Magazine	4,037
7	Sports Afield	3,695
8	Guns & Ammo	3,484
9	Petersen's Hunting	1,941
10	Saltwater Sportsman	1,625
11	Shooting Times	1,257
	Total	83,906

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Field & Stream	7.4
2	Fins and Feathers	7.2
3	Guns & Ammo	6.6
4	Sports Afield	3.5
5	Bassmaster Magazine	3.0
6	Petersen's Hunting	2.1
7	Outdoor Life	0.3
8	Shooting Times	−4.7
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne

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ne = not estimated

MAGAZINE PROFILES

tions articles which instruct the reader in how to better engage in outdoor activities in and around his state. Associated activities and departments include Camping, Gun Dogs, Boating, Guns and Ammo, Bow Hunting, Recipe File, New Products, State Lake Maps, and Hunting Areas.

Member: ABC

Primary SRDS Classification No. C-19

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1969
Published: Monthly

Editorial Description: Guns and Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC

Primary SRDS Classification No. C-19

Outdoor Life

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1898
Published: Monthly

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor-oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC

Primary SRDS Classification No. C-19

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1973
Published: Monthly

Editorial Description: Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC

Primary SRDS Classification No. C-19

Salt Water Sportsman

Salt Water Sportsman, Inc.
186 Lincoln Street
Boston, MA 02111
(617) 426-4074
Year founded: 1939
Published: Monthly

Editorial Description: Salt Water Sportsman is aimed at today's serious salt water sport fisherman who is interested in improving his skills and keeping abreast of new trends in tackle and techniques. Feature stories stress the how-to, where-to aspects of the sport, with emphasis on conservation. Special sections and monthly departments cover boat selection and maintenance, news items and new products, electronics, engines, vehicles, how to build and repair tackle and gear and local fishing forecasts. Salt Water Sportsman has a two-fold purpose: to give the advanced angler new and useful information, and to help educate those just starting the sport.

Member: ABC

Primary SRDS Classification No. C-6.

OUTDOOR

Continued

Avg. Subscription Circ.

1	Field & Stream	1,860,530
2	American Hunter	1,496,944
3	American Rifleman	1,457,076
4	Outdoor Life	1,363,604
5	Sports Afield	412,792
6	Bassmaster Magazine	403,667
7	Guns & Ammo	361,371
8	Fins and Feathers	336,196
9	Petersen's Hunting	207,075
10	Shooting Times	91,505
11	Saltwater Sportsman	91,369
	Total	**8,082,129**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Sports Afield	5.4
2	Bassmaster Magazine	3.0
3	Outdoor Life	0.7
4	Field & Stream	0.2
5	Guns & Ammo	−4.3
6	Petersen's Hunting	−4.8
7	Fins and Feathers	−11.4
8	Shooting Times	−14.3
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Sports Afield	21,010
2	Bassmaster Magazine	11,715
3	Outdoor Life	9,095
4	Field & Stream	3,556
5	Petersen's Hunting	−10,494
6	Shooting Times	−15,270
7	Guns & Ammo	−16,386
8	Fins and Feathers	−43,063
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne
	Total	**−39,837**

Newsstand Revenue

		$000
1	Guns & Ammo	3,548
2	Field & Stream	3,331
3	Outdoor Life	3,028
4	Sports Afield	2,600
5	Shooting Times	2,442
6	Petersen's Hunting	1,751
7	Fins and Feathers	884
8	Saltwater Sportsman	701
9	Bassmaster Magazine	226
10	American Hunter	0
11	American Rifleman	0
	Total	**18,511**

Avg. Newsstand Circ.

1	Guns & Ammo	147,814
2	Field & Stream	147,642
3	Outdoor Life	144,209
4	Sports Afield	111,112
5	Shooting Times	102,762
6	Petersen's Hunting	72,962
7	Fins and Feathers	56,779
8	Saltwater Sportsman	23,354
9	Bassmaster Magazine	12,552
10	American Hunter	0
11	American Rifleman	0
	Total	**819,186**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Guns & Ammo	2.3
2	Field & Stream	1.0
3	Petersen's Hunting	0.3
4	Fins and Feathers	−0.5
5	Shooting Times	−4.1
6	Outdoor Life	−9.2
7	Bassmaster Magazine	−9.7
8	Sports Afield	−15.4
9	American Hunter	n/a
10	American Rifleman	n/a
11	Saltwater Sportsman	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Guns & Ammo	3,315
2	Field & Stream	1,442
3	Petersen's Hunting	187
4	Fins and Feathers	−276
5	Bassmaster Magazine	−1,352
6	Shooting Times	−4,355
7	Outdoor Life	−14,561
8	Sports Afield	−20,275
9	American Rifleman	n/a
10	American Hunter	n/a
11	Saltwater Sportsman	ne
	Total	**−35,875**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Guns & Ammo	15.6
2	Petersen's Hunting	13.3
3	Shooting Times	8.6
4	Field & Stream	8.5
5	Bassmaster Magazine	1.8
6	Outdoor Life	−9.2
7	Sports Afield	−15.4
8	Fins and Feathers	−33.8
9	American Hunter	n/a
10	American Rifleman	n/a
11	Saltwater Sportsman	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Shooting Times

PJS Publications Inc.
News Plaza
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1960
Published: Monthly

Editorial Description: Shooting Times magazine is edited for the gun enthusiast, experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting—varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns and outdoor gear. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Member: ABC

Primary SRDS Classification No. C-19

Sports Afield

Hearst Magazines
250 West 55th Street
New York, NY 10019
(212) 262-8850
Year founded: 1887
Published: Monthly

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC

Primary SRDS Classification No. C-19

Figures are FOLIO estimates for the calendar year 1985.

PERSONAL FINANCE & MANAGEMENT

Ad Pages

1	Barron's	2,307
2	Money	1,461
3	Changing Times	492
4	Success!	374
5	S. Porter's Pers. Fin.	257
6	Consumers Digest	209
7	Consumer Reports	0
	Total	**5,100**

% Chg. Ad Pages

1985 vs. 1984		%
1	Consumers Digest	104.9
2	Barron's	−1.8
3	Money	−3.8
4	Success!	−6.3
5	Changing Times	−8.1
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Consumers Digest	107
2	Success!	−25
3	Changing Times	−43
4	Barron's	−43
5	Money	−57
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne
	Total	**−61**

Avg. Ad Pages/Copy

1	Money	122
2	Barron's	44
3	S. Porter's Pers. Fin.	43
4	Changing Times	41
5	Success!	34
6	Consumers Digest	26
7	Consumer Reports	0

Ad Revenue

		$000
1	Money	62,271
2	Barron's	22,463
3	Changing Times	12,201
4	Success!	3,445
5	Consumers Digest	3,264
6	S. Porter's Pers. Fin.	1,638
7	Consumer Reports	0
	Total	**105,282**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Consumers Digest	131.4
2	Success!	20.1
3	Money	9.0
4	Barron's	7.0
5	Changing Times	−4.7
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Money	5,130
2	Consumers Digest	1,853
3	Barron's	1,465
4	Success!	577
5	Changing Times	−601
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne
	Total	**8,424**

Avg. Edit. Pages/Copy

1	Consumer Reports	87
2	S. Porter's Pers. Fin.	57
3	Changing Times	53
4	Success!	52
5	Money	ne
6	Barron's	ne
7	Consumers Digest	ne

Average Circulation

1	Consumer Reports	3,618,553
2	Money	1,661,188
3	Changing Times	1,425,751
4	Consumers Digest	1,025,056
5	S. Porter's Pers. Fin.	355,270
6	Success!	350,897
7	Barron's	256,821
	Total	**8,693,536**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Success!	19.6
2	Consumer Reports	15.1
3	Money	11.2
4	Changing Times	1.8
5	Consumers Digest	1.4
6	Barron's	−8.3
7	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Consumer Reports	474,631
2	Money	167,493
3	Success!	57,488
4	Changing Times	25,180
5	Consumers Digest	13,727
6	Barron's	−23,318
7	S. Porter's Pers. Fin.	ne
	Total	**715,201**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	S. Porter's Pers. Fin.	100
2	Changing Times	94
3	Consumer Reports	87
4	Success!	86
5	Money	ne
6	Barron's	ne
7	Consumers Digest	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. C-8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. C-22

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, NY 10553
(914) 667-9400
Year founded: 1936
Published: Monthly

Consumer Reports, published by Consumers Union, was established in 1936 as a non-profit publication to provide consumers with information and advice on goods, services, health and personal finance; and to initiate and cooperate with individual and group efforts to maintain and enhance the quality of life for consumers. Ratings and reports are based on laboratory tests, controlled use tests and expert judgments. Tests are based on products or services bought on the open market.

Consumers Digest

Consumers Digest, Inc.
5705 North Lincoln Avenue
Chicago, IL 60659
(312) 275-3590
Year founded: 1959
Published: 8x per year

Editorial Description: Consumers Digest is edited for consumers who are seeking detailed and specific advice, evaluations, and recommendations on products and services which they plan to buy in the near future. Articles, regular departments, and intensive special studies are designed to help consumers find maximum value when they make purchases in such areas as: automobiles, electronic equipment, household products, food, alcoholic beverages, career planning, home ownership, recreation, money management, travel and others.

Member: ABC

Primary SRDS Classification No. C-22

Figures are Folio estimates for the calendar year 1985.

PERSONAL FINANCE & MANAGEMENT

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Money	107,619
2 Consumer Reports	59,312
3 Barron's	39,830
4 Changing Times	27,615
5 Consumers Digest	13,098
6 Success!	8,133
7 S. Porter's Pers. Fin.	5,954
Total	**261,561**

% Chg. Total Revenue

1985 vs. 1984	%
1 Success!	49.3
2 Consumer Reports	26.6
3 Consumers Digest	20.8
4 Money	11.8
5 Barron's	− 0.3
6 Changing Times	− 2.7
7 S. Porter's Pers. Fin.	ne

Subscription Revenue

	$000
1 Consumer Reports	55,558
2 Money	35,808
3 Changing Times	14,684
4 Consumers Digest	9,683
5 Barron's	9,068
6 Success!	3,809
7 S. Porter's Pers. Fin.	3,533
Total	**132,143**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Success!	38.3
2 Consumer Reports	28.1
3 Money	18.5
4 Consumers Digest	3.2
5 Changing Times	− 1.3
6 Barron's	− 12.4
7 S. Porter's Pers. Fin.	ne

Avg. Subscription Circ.

1 Consumer Reports	3,472,392
2 Changing Times	1,391,004
3 Money	1,355,448
4 Consumers Digest	1,015,658
5 Success!	310,970
6 S. Porter's Pers. Fin.	303,053
7 Barron's	150,424
Total	**7,998,949**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 Success!	20.3
2 Consumer Reports	16.1
3 Money	12.5
4 Changing Times	1.8
5 Consumers Digest	1.0
6 Barron's	− 12.4
7 S. Porter's Pers. Fin.	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Consumer Reports	480,678
2 Money	150,491
3 Success!	52,492
4 Changing Times	24,025
5 Consumers Digest	10,463
6 Barron's	− 21,353
7 S. Porter's Pers. Fin.	ne
Total	**696,796**

Newsstand Revenue

	$000
1 Money	9,539
2 Barron's	8,299
3 Consumer Reports	3,753
4 Success!	878
5 S. Porter's Pers. Fin.	783
6 Changing Times	730
7 Consumers Digest	150
Total	**24,132**

Avg. Newsstand Circ.

1 Money	305,740
2 Consumer Reports	146,161
3 Barron's	106,397
4 S. Porter's Pers. Fin.	52,217
5 Success!	39,928
6 Changing Times	34,747
7 Consumers Digest	9,398
Total	**694,588**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 Consumers Digest	53.2
2 Success!	14.3
3 Money	5.9
4 Changing Times	3.4
5 Barron's	− 1.8
6 Consumer Reports	− 4.0
7 S. Porter's Pers. Fin.	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 Money	17,002
2 Success!	4,997
3 Consumers Digest	3,264
4 Changing Times	1,155
5 Barron's	− 1,966
6 Consumer Reports	− 6,047
7 S. Porter's Pers. Fin.	ne
Total	**18,405**

% Chg. News. Revenue

1985 vs. 1984	%
1 Consumers Digest	206.9
2 Success!	28.6
3 Consumer Reports	8.7
4 Money	6.7
5 Changing Times	3.5
6 Barron's	− 3.7
7 S. Porter's Pers. Fin.	ne

ne = not estimated

MAGAZINE PROFILES

Money

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1972
Published: Monthly

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. C-22

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954; relaunched 1984
Published: 11X per year

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. C-8

Sylvia Porter's Personal Finance Magazine

Sylvia Porter's Personal Finance Magazine Company
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Year founded: 1983
Published: Bimonthly

Editorial Description: Sylvia Porters Personal Finance Magazine covers areas of consumer economics, with features on investing, real estate, taxes, entrepreneurism, etc. In addition to regular features, each issue contains a special section giving in-depth information on a subject of special concern to readers.

Member: ABC

Primary SRDS Classification No. C-8

SCIENCE & NATURE

Ad Pages

1	Spectrum	1,180
2	Omni	729
3	Scientific American	567
4	Natural History	496
5	Discover	417
6	Psychology Today	309
7	Science 85	308
8	Science Digest	286
9	Audubon	214
10	National Wildlife	0
	Total	**4,506**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Audubon	22.3
2	Spectrum	5.2
3	Natural History	−2.7
4	Psychology Today	−3.7
5	Discover	−3.9
6	Omni	−10.9
7	Science 85	−19.7
8	Science Digest	−25.0
9	Scientific American	−32.5
10	National Wildlife	n/a

Net Chg. Ad Pages

1985 vs. 1984

1	Spectrum	58
2	Audubon	39
3	Psychology Today	−12
4	Natural History	−14
5	Discover	−17
6	Science 85	−76
7	Omni	−89
8	Science Digest	−95
9	Scientific American	−273
10	National Wildlife	n/a
	Total	**−479**

Avg. Ad Pages/Copy

1	Spectrum	98
2	Omni	61
3	Scientific American	47
4	Natural History	41
5	Audubon	36
6	Discover	35
7	Science 85	31
8	Psychology Today	26
9	Science Digest	24
10	National Wildlife	0

Ad Revenue

		$000
1	Omni	16,241
2	Scientific American	13,207
3	Spectrum	7,223
4	Discover	6,393
5	Science 85	5,697
6	Psychology Today	5,696
7	Natural History	5,104
8	Science Digest	4,156
9	Audubon	1,800
10	National Wildlife	0
	Total	**65,517**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Audubon	20.0
2	Spectrum	17.1
3	Natural History	7.3
4	Psychology Today	3.4
5	Omni	1.0
6	Science Digest	−16.2
7	Science 85	−20.0
8	Scientific American	−23.1
9	Discover	−39.7
10	National Wildlife	n/a

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Spectrum	1,056
2	Natural History	348
3	Audubon	300
4	Psychology Today	187
5	Omni	161
6	Science Digest	−802
7	Science 85	−1,427
8	Scientific American	−3,958
9	Discover	−4,203
10	National Wildlife	n/a
	Total	**−8,338**

Avg. Edit. Pages/Copy

1	Audubon	141
2	Scientific American	91
3	Spectrum	81
4	Science 85	73
5	Omni	72
6	Science Digest	70
7	Discover	68
8	Natural History	65
9	Psychology Today	58
10	National Wildlife	57

Average Circulation

1	Discover	936,636
2	Psychology Today	873,209
3	Omni	863,276
4	National Wildlife	843,558
5	Science 85	729,860
6	Scientific American	640,771
7	Science Digest	581,971
8	Natural History	498,631
9	Audubon	380,666
10	Spectrum	247,136
	Total	**6,595,714**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	National Wildlife	4.1
2	Omni	3.1
3	Science Digest	2.8
4	Psychology Today	2.3
5	Science 85	1.5
6	Spectrum	0.6
7	Audubon	0.4
8	Natural History	−1.0
9	Scientific American	−1.3
10	Discover	−4.8

Net Chg. Avg. Circ.

1985 vs. 1984

1	National Wildlife	32,867
2	Omni	25,994
3	Psychology Today	19,584
4	Science Digest	15,920
5	Science 85	10,890
6	Audubon	1,531
7	Spectrum	1,442
8	Natural History	−4,826
9	Scientific American	−8,482
10	Discover	−47,300
	Total	**47,620**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Spectrum	179
2	Audubon	176
3	Scientific American	138
4	Omni	133
5	Natural History	106
6	Science 85	104
7	Discover	102
8	Science Digest	93
9	Psychology Today	84
10	National Wildlife	57

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MAGAZINE PROFILES

Audubon

The National Audubon Society
950 Third Avenue
New York, NY 10022
(212) 832-3200
Year founded: 1898
Published: Bimonthly

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.
Member: ABC
Primary SRDS Classification No. C-35

DISCOVER

Time Inc.
Time & Life Building
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1980
Published: Monthly

Editorial Description: DISCOVER, The Newsmagazine of Science, reports the important scientific and technological developments that affect our everyday lives. Astronomy to zoology, computers to cosmology, human behavior, medicine and physical fitness—DISCOVER brings science alive in words and graphics tailored to the educated layperson. The quick-close capability affords an editorial timeliness unmatched by any other magazine in the science field. Each issue captures scientific wonders, breakthroughs and personalities with the authority and perception that mark the Time Inc. tradition.
Member: ABC
Primary SRDS Classification No. C-43

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, VA 22184
(703) 790-4500
Year founded: 1962
Published: Bimonthly

NATURAL HISTORY
The Magazine of Natural Science

American Museum of Natural History
Central Park West at 79th Street
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

Editorial Description: NATURAL HISTORY is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. C-43

Figures are FOLIO estimates for the calendar year 1985.

SCIENCE & NATURE

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Omni	36,023
2	Scientific American	29,409
3	Discover	27,437
4	Psychology Today	18,414
5	Science 85	16,157
6	Natural History	14,642
7	Science Digest	13,339
8	National Wildlife	9,765
9	Spectrum	9,432
10	Audubon	7,895
	Total	**182,513**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Spectrum	16.6
2	National Wildlife	7.1
3	Natural History	5.4
4	Audubon	4.2
5	Psychology Today	3.0
6	Omni	– 1.8
7	Science Digest	– 6.3
8	Science 85	– 6.9
9	Discover	– 11.6
10	Scientific American	– 12.4

Subscription Revenue

		$000
1	Discover	17,176
2	Scientific American	12,082
3	Psychology Today	10,740
4	Omni	10,233
5	National Wildlife	9,765
6	Natural History	9,364
7	Science 85	8,595
8	Audubon	5,976
9	Science Digest	5,132
10	Spectrum	2,209
	Total	**91,272**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Spectrum	15.0
2	Science Digest	8.9
3	National Wildlife	7.1
4	Natural History	4.6
5	Psychology Today	2.5
6	Science 85	1.0
7	Audubon	0.2
8	Discover	– 1.0
9	Scientific American	– 1.8
10	Omni	– 4.9

Avg. Subscription Circ.

1	National Wildlife	843,558
2	Discover	807,697
3	Psychology Today	788,684
4	Science 85	638,858
5	Omni	549,984
6	Scientific American	503,439
7	Natural History	492,819
8	Science Digest	413,228
9	Audubon	374,075
10	Spectrum	247,136
	Total	**5,659,478**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Science Digest	9.9
2	Omni	8.1
3	Spectrum	5.0
4	National Wildlife	4.1
5	Psychology Today	2.0
6	Science 85	1.0
7	Audubon	0.3
8	Natural History	– 0.9
9	Scientific American	– 1.8
10	Discover	– 5.6

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Omni	41,319
2	Science Digest	37,204
3	National Wildlife	32,867
4	Psychology Today	15,744
5	Spectrum	11,856
6	Science 85	6,266
7	Audubon	1,164
8	Natural History	– 4,596
9	Scientific American	– 9,229
10	Discover	– 48,145
	Total	**84,450**

Newsstand Revenue

		$000
1	Omni	9,549
2	Scientific American	4,120
3	Science Digest	4,050
4	Discover	3,868
5	Psychology Today	1,978
6	Science 85	1,866
7	Natural History	174
8	Audubon	119
9	National Wildlife	0
10	Spectrum	0
	Total	**25,724**

Avg. Newsstand Circ.

1	Omni	313,292
2	Science Digest	168,743
3	Scientific American	137,333
4	Discover	128,940
5	Science 85	91,003
6	Psychology Today	84,525
7	Audubon	6,591
8	Natural History	5,812
9	National Wildlife	0
10	Spectrum	0
	Total	**936,239**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Audubon	5.9
2	Science 85	5.4
3	Psychology Today	4.8
4	Discover	0.7
5	Scientific American	0.5
6	Natural History	– 3.8
7	Omni	– 4.7
8	Science Digest	– 11.2
9	Spectrum	n/a
10	National Wildlife	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Science 85	4,624
2	Psychology Today	3,839
3	Discover	845
4	Scientific American	746
5	Audubon	367
6	Natural History	– 230
7	Omni	– 15,327
8	Science Digest	– 21,285
9	Spectrum	n/a
10	National Wildlife	n/a
	Total	**– 26,421**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Discover	25.8
2	Science 85	8.0
3	Audubon	5.9
4	Psychology Today	4.8
5	Scientific American	0.5
6	Omni	– 3.1
7	Natural History	– 3.6
8	Science Digest	– 11.2
9	National Wildlife	n/a
10	Spectrum	n/a

▶

n/a = not applicable

MAGAZINE PROFILES

OMNI

OMNI International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1978
Published: Monthly

Editorial Description: OMNI magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. OMNI uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC

Primary SRDS Classification No. C-43

Psychology Today

The American Psychological Association
1200 Seventeenth St., N.W.
Washington, DC 20036
(202) 955-7800
Year founded: 1967
Published: Monthly

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.
Member: ABC
Primary SRDS Classification No. C-22

Science Digest

Science Digest ceased publication following the September, 1986 issue.

Figures are FOLIO estimates for the calendar year 1985.

SCIENCE & NATURE

Continued

Science 85

Science 86 ceased publication following the July/August 1986 issue.

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. C-43

SPECTRUM

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Editorial Description: SPECTRUM Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA

Primary SRDS Classification No. C-43

MEN'S LIFESTYLES

Continued from page 135

PLAYBOY

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000
Year founded: 1953
Published: Monthly

Editorial Description: PLAYBOY is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. PLAYBOY presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC

Primary SRDS Classification No. C-30

Science Digest

Science Digest ceased publication following the September, 1986 issue.

Soldier of Fortune

Soldier of Fortune Magazine, Inc.
5735 E. Arapahoe Avenue
Boulder, CO 80303
(303) 449-3750
Year founded: 1975
Published: Monthly

Editorial Description: Soldier of Fortune is a men's adventure publication written for persons interested in current military developments, military affairs and history, combat techniques, outdoor survival, weapons and demolitions. Interviews, personality profiles, light essays, commentaries, guest editorials and humorous pieces related to professional adventure are also considered. Regular columns include letters, book reviews, new products and combat pistolcraft. Soldier of Fortune's editorial takes a stand on political issues and supports maintenance of a strong national defense, the dangers of communism, and the right to keep and bear arms.

Member: ABC

Primary SRDS Classification No. C-30

MEN'S SERVICE

Continued from page 137

Better Homes and Gardens

WOOD

Meredith Corporation
1716 Locust St.
Des Moines, IN 50336
(515) 284-3000
Year founded: 1984
Published: Bimonthly

Editorial Description: WOOD Magazine serves home woodworking hobbyists by providing them a balanced mixture of projects, technologies, and feature material, as well as tips, tool buymanship and other items of woodworking interest.

Primary SRDS Classification No. C-11

WORKBENCH

The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Editorial Description: WORKBENCH is directed to do-it-yourself homeowners who are deeply involved with all facets of home improvement and woodworking. Both inside and outside projects are covered with complete instructions, drawings and photographs used to guide the reader from start to finish.

Member: ABC

Primary SRDS Classification No. C-24

SPORTS

Ad Pages

1	Sports Illustrated	2,786
2	Yachting	1,942
3	Motor Boating & Sailing	1,930
4	Cruising World	1,619
5	Boating	1,566
6	Sail	1,481
7	Muscle & Fitness	1,318
8	Golf Digest	1,066
9	Skin Diver	969
10	Skiing	959
11	Tennis	959
12	Bicycling	852
13	Ski	791
14	Golf Magazine	739
15	Outside	587
16	Sport	520
17	Bassmaster Magazine	518
18	Sporting News	508
19	Runner's World	498
20	World Tennis	464
21	Runner	431
22	Inside Sports	343
	Total	**22,846**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Inside Sports	16.1
2	Outside	12.9
3	Bassmaster Magazine	11.6
4	Skin Diver	9.2
5	Motor Boating & Sailing	3.1
6	Muscle & Fitness	3.0
7	Sport	−0.5
8	Boating	−1.5
9	Golf Digest	−1.9
10	Skiing	−2.7
11	Yachting	−5.7
12	Cruising World	−7.2
13	Tennis	−7.4
14	Sports Illustrated	−8.1
15	Golf Magazine	−8.9
16	Sporting News	−9.2
17	Sail	−9.6
18	Ski	−10.9
19	World Tennis	−11.9
20	Bicycling	−12.5
21	Runner's World	−19.9
22	Runner	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Skin Diver	82
2	Outside	67
3	Motor Boating & Sailing	58
4	Bassmaster Magazine	54
5	Inside Sports	48
6	Muscle & Fitness	38
7	Sport	−2
8	Golf Digest	−21
9	Boating	−25
10	Skiing	−27
11	Sporting News	−52
12	World Tennis	−63
13	Golf Magazine	−72
14	Tennis	−77
15	Ski	−97
16	Yachting	−117
17	Bicycling	−122
18	Runner's World	−124
19	Cruising World	−125
20	Sail	−157
21	Sports Illustrated	−247
22	Runner	ne
	Total	**−981**

Avg. Ad Pages/Copy

1	Yachting	162
2	Motor Boating & Sailing	161
3	Skiing	137
4	Cruising World	135
5	Boating	131
6	Sail	123
7	Muscle & Fitness	110
8	Ski	99
9	Bicycling	95
10	Golf Digest	89
11	Skin Diver	81
12	Tennis	80
13	Golf Magazine	62
14	Bassmaster Magazine	58
15	Sports Illustrated	53
16	Outside	49
17	Sport	43
18	World Tennis	39
19	Runner's World	38
20	Runner	36
21	Inside Sports	29
22	Sporting News	10

Ad Revenue

		$000
1	Sports Illustrated	237,355
2	Golf Digest	35,659
3	Golf Magazine	16,863
4	Tennis	15,070
5	Boating	13,856
6	Skiing	12,544
7	Ski	11,443
8	Sport	11,231
9	Yachting	10,654
10	Sail	9,931
11	Motor Boating & Sailing	7,963
12	Sporting News	7,757
13	Skin Diver	6,757
14	Bicycling	6,208
15	Bassmaster Magazine	5,598
16	World Tennis	5,436
17	Runner's World	5,252
18	Runner	5,000
19	Outside	4,655
20	Cruising World	4,525
21	Muscle & Fitness	2,501
22	Inside Sports	1,562
	Total	**437,820**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Inside Sports	42.8
2	Outside	25.4
3	Boating	24.1
4	Bassmaster Magazine	20.4
5	Muscle & Fitness	19.1
6	Skin Diver	14.2
7	Yachting	11.8
8	Motor Boating & Sailing	11.0
9	Golf Digest	8.3
10	Sport	6.6
11	Skiing	6.3
12	Sports Illustrated	2.9
13	Bicycling	2.4
14	Golf Magazine	2.0
15	Sporting News	1.8
16	Tennis	0.6
17	Cruising World	0.6
18	Sail	−3.7
19	Ski	−6.1
20	World Tennis	−17.9
21	Runner's World	−18.0
22	Runner	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Sports Illustrated	6,747
2	Golf Digest	2,736
3	Boating	2,695
4	Yachting	1,127
5	Bassmaster Magazine	948
6	Outside	943
7	Skin Diver	840
8	Motor Boating & Sailing	789
9	Skiing	743
10	Sport	695
11	Inside Sports	468
12	Muscle & Fitness	401
13	Golf Magazine	338
14	Bicycling	143
15	Sporting News	138
16	Tennis	96
17	Cruising World	25
18	Sail	−377
19	Ski	−747
20	Runner's World	−1,152
21	World Tennis	−1,186
22	Runner	ne
	Total	**16,410**

Avg. Edit. Pages/Copy

1	Muscle & Fitness	122
2	Skiing	90
3	Cruising World	90
4	Bicycling	85
5	Yachting	80
6	Golf Digest	79
7	Sail	77
8	Tennis	73
9	Bassmaster Magazine	71
10	Motor Boating & Sailing	70
11	Boating	69
12	Runner's World	68
13	Runner	66
14	Outside	65
15	Skin Diver	61
16	Sports Illustrated	60
17	Golf Magazine	59
18	Inside Sports	56
19	World Tennis	52
20	Ski	52
21	Sport	46
22	Sporting News	42

▶

ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36117
(205) 272-9530
Year founded: 1968
Published: 9x per year

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC

Primary SRDS Classification No. C-19

Bicycling

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.
Member: ABC
Primary SRDS Classification No. C-45

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956

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Figures are Folio estimates for the calendar year 1985.

SPORTS

Continued

Average Circulation

1	Sports Illustrated	2,782,872
2	Golf Digest	1,231,295
3	Sport	931,637
4	Golf Magazine	804,124
5	Sporting News	712,855
6	Tennis	507,337
7	Muscle & Fitness	449,202
8	Skiing	439,461
9	Ski	420,202
10	Bassmaster Magazine	416,218
11	World Tennis	361,698
12	Inside Sports	348,810
13	Runner's World	294,185
14	Runner	277,133
15	Bicycling	248,286
16	Outside	221,242
17	Skin Diver	205,609
18	Boating	191,133
19	Sail	170,066
20	Yachting	145,649
21	Motor Boating & Sailing	145,376
22	Cruising World	115,860
	Total	11,420,250

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Inside Sports	21.3
2	Sporting News	7.2
3	Muscle & Fitness	6.9
4	Sports Illustrated	4.3
5	Motor Boating & Sailing	2.6
6	Bassmaster Magazine	2.5
7	Golf Magazine	2.2
8	Skin Diver	2.2
9	Golf Digest	1.6
10	Skiing	1.5
11	Tennis	0.5
12	Yachting	0.5
13	Cruising World	0.4
14	Sport	0.3
15	Outside	0.3
16	Boating	−0.2
17	Ski	−0.3
18	Sail	−0.9
19	Bicycling	−1.3
20	World Tennis	−6.3
21	Runner's World	−15.1
22	Runner	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Sports Illustrated	114,168
2	Inside Sports	61,323
3	Sporting News	47,943
4	Muscle & Fitness	29,131
5	Golf Digest	19,501
6	Golf Magazine	17,686
7	Bassmaster Magazine	10,333
8	Skiing	6,563
9	Skin Diver	4,372
10	Motor Boating & Sailing	3,634
11	Sport	2,932
12	Tennis	2,699
13	Yachting	687
14	Outside	612
15	Cruising World	470
16	Boating	−367
17	Ski	−1,405
18	Sail	−1,534
19	Bicycling	−3,214
20	World Tennis	−24,257
21	Runner's World	−52,473
22	Runner	ne
	Total	238,804

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Yachting	242
2	Muscle & Fitness	232
3	Motor Boating & Sailing	231
4	Skiing	227
5	Cruising World	225
6	Sail	201
7	Boating	200
8	Bicycling	180
9	Golf Digest	168
10	Tennis	153
11	Ski	151
12	Skin Diver	142
13	Bassmaster Magazine	128
14	Golf Magazine	120
15	Outside	114
16	Sports Illustrated	112
17	Runner's World	107
18	Runner	102
19	World Tennis	91
20	Sport	89
21	Inside Sports	84
22	Sporting News	52

▶

ne = not estimated

MAGAZINE PROFILES

Published: Monthly

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC

Primary SRDS Classification No. C-6

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. C-6

Golf Digest

Golf Digest, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Golf Digest is edited for golfers, from beginning to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC

Primary SRDS Classification No. C-45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1958
Published: Monthly

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. C-45

INSIDE SPORTS

Inside Sports, Inc.
1020 Church Street
Evanston, IL 60201
(312) 491-6440
Year founded: 1979
Published: Monthly

Editorial Description: INSIDE SPORTS goes in-depth and behind the scenes to explore the world of sports, athletes and sports personalities. Special emphasis is placed on the major sports—baseball, football, basketball, hockey, boxing, tennis and golf—and on key events, from Wimbledon to the Kentucky Derby to the Indy 500. I.S. offers a mix of serious and humorous profiles of athletes, teams and sports executives . . . investigative reports . . . plus previews and reviews of big events and league races. Regular columns cover gambling, style, food, sports medicine, money and the media . . . and page of "creative statistics" to help fans to better judge the seasonal performances of players and teams alike.

Member: ABC

Primary SRDS Classification No. C-45

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700

▶

SPORTS

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Sports Illustrated	366,366
2	Golf Digest	54,342
3	Sporting News	34,923
4	Golf Magazine	26,353
5	Sport	22,764
6	Tennis	20,651
7	Muscle & Fitness	19,905
8	Boating	17,822
9	Skiing	16,381
10	Ski	15,015
11	Sail	13,975
12	Yachting	13,909
13	Runner's World	11,641
14	Motor Boating & Sailing	10,309
15	Bicycling	10,176
16	Bassmaster Magazine	9,861
17	Runner	9,269
18	Skin Diver	9,085
19	World Tennis	8,731
20	Outside	8,367
21	Inside Sports	7,736
22	Cruising World	7,023
	Total	714,604

% Chg. Total Revenue

1985 vs. 1984		%
1	Inside Sports	20.2
2	Outside	19.3
3	Boating	18.7
4	Skin Diver	15.2
5	Muscle & Fitness	12.3
6	Bassmaster Magazine	12.2
7	Golf Digest	11.5
8	Motor Boating & Sailing	10.4
9	Yachting	9.3
10	Sporting News	7.1
11	Sports Illustrated	6.7
12	Skiing	5.7
13	Tennis	4.5
14	Bicycling	3.6
15	Sport	2.9
16	Golf Magazine	2.7
17	Cruising World	0.1
18	Sail	-3.7
19	Ski	-5.1
20	World Tennis	-11.2
21	Runner's World	-20.8
22	Runner	ne

Subscription Revenue

		$000
1	Sports Illustrated	117,078
2	Sporting News	21,835
3	Golf Digest	16,318
4	Sport	7,906
5	Golf Magazine	7,553
6	Tennis	4,578
7	Bassmaster Magazine	4,037
8	Runner's World	3,810
9	World Tennis	2,832
10	Skiing	2,683
11	Inside Sports	2,557
12	Ski	2,472
13	Runner	2,400
14	Outside	2,355
15	Boating	2,343
16	Sail	2,316
17	Bicycling	2,218
18	Yachting	1,881
19	Muscle & Fitness	1,842
20	Cruising World	1,529
21	Skin Diver	1,436
22	Motor Boating & Sailing	1,325
	Total	213,304

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Inside Sports	23.1
2	Muscle & Fitness	20.6
3	Golf Digest	19.8
4	Tennis	19.4
5	Outside	19.4
6	Sports Illustrated	16.0
7	Skin Diver	13.6
8	Sporting News	10.6
9	World Tennis	7.5
10	Golf Magazine	4.0
11	Cruising World	3.7
12	Yachting	3.7
13	Bassmaster Magazine	3.0
14	Bicycling	2.9
15	Skiing	2.8
16	Motor Boating & Sailing	1.7
17	Boating	0.8
18	Sport	-1.1
19	Ski	-3.0
20	Sail	-4.2
21	Runner's World	-11.7
22	Runner	ne

▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1907
Published: Monthly

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. C-6

MUSCLE & FITNESS

I. Brute Enterprises, Inc.
21100 Erwin Street
P.O. Box 4007
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Editorial Description: MUSCLE & FITNESS presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.

Member: ABC

Primary SRDS Classification No. C-45

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: Monthly

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. C-8B

The Runner

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4256
Year founded: 1978
Published: Monthly

Editorial Description: The Runner is a magazine edited for runners interested in health, fitness and an active lifestyle. Articles concern developments in physiology, sportsmedicine and nutrition, as well as major events worldwide and the personalities that influence the sport. Race highlights, results and events are covered in each issue.

Member: ABC

Primary SRDS Classification No. C-45

Runner's World

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.
Member: ABC
Primary SRDS Classification No. C-45

SAIL

Sail Publications, Inc.
100 First Avenue
Charlestown, MA 01297
(617) 241-9500
Year founded: 1970
Published: Monthly

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments ▶

Figures are FOLIO estimates for the calendar year 1985.

SPORTS

Continued

Avg. Subscription Circ.

1	Sports Illustrated	2,669,737
2	Golf Digest	1,130,229
3	Sport	780,531
4	Golf Magazine	722,599
5	Sporting News	657,846
6	Tennis	460,348
7	Bassmaster Magazine	403,667
8	Skiing	350,868
9	Ski	341,633
10	World Tennis	339,602
11	Runner's World	215,773
12	Runner	214,849
13	Inside Sports	198,110
14	Skin Diver	174,359
15	Bicycling	172,041
16	Outside	163,255
17	Boating	142,294
18	Sail	112,446
19	Motor Boating & Sailing	111,332
20	Yachting	100,549
21	Cruising World	85,488
22	Muscle & Fitness	63,256
	Total	**9,610,812**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Inside Sports	30.8
2	Muscle & Fitness	19.9
3	Sporting News	8.3
4	Sports Illustrated	4.4
5	Yachting	3.8
6	Cruising World	3.3
7	Bicycling	3.2
8	Skiing	3.1
9	Bassmaster Magazine	3.0
10	Outside	2.9
11	Golf Magazine	2.7
12	Motor Boating & Sailing	2.6
13	Skin Diver	1.4
14	Golf Digest	1.2
15	Sail	0.2
16	Sport	0.1
17	Tennis	0.0
18	Ski	−0.8
19	Boating	−0.9
20	World Tennis	−5.2
21	Runner's World	−7.0
22	Runner	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Sports Illustrated	111,366
2	Sporting News	50,574
3	Inside Sports	46,615
4	Golf Magazine	18,847
5	Golf Digest	12,946
6	Bassmaster Magazine	11,715
7	Skiing	10,561
8	Muscle & Fitness	10,480
9	Bicycling	5,287
10	Outside	4,551
11	Yachting	3,674
12	Motor Boating & Sailing	2,772
13	Cruising World	2,760
14	Skin Diver	2,466
15	Sport	1,104
16	Sail	193
17	Tennis	161
18	Boating	−1,289
19	Ski	−2,728
20	Runner's World	−16,323
21	World Tennis	−18,678
22	Runner	ne
	Total	**257,054**

Newsstand Revenue

		$000
1	Muscle & Fitness	15,561
2	Sports Illustrated	11,932
3	Sporting News	5,330
4	Sport	3,627
5	Inside Sports	3,617
6	Runner's World	2,579
7	Golf Digest	2,365
8	Golf Magazine	1,937
9	Runner	1,869
10	Bicycling	1,750
11	Sail	1,729
12	Boating	1,623
13	Yachting	1,375
14	Outside	1,357
15	Skiing	1,153
16	Ski	1,100
17	Motor Boating & Sailing	1,021
18	Tennis	1,004
19	Cruising World	969
20	Skin Diver	893
21	World Tennis	464
22	Bassmaster Magazine	226
	Total	**63,481** ▶

ne = not estimated

MAGAZINE PROFILES

include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. C-6

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier-personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.

Member: ABC

Primary SRDS Classification No. C-45

Skiing

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3900
Year founded: 1948
Published: 7x per year

Editorial Description: Skiing is edited for the active skier—the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC

Primary SRDS Classification No. C-45

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1951
Published: Monthly

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format is designed to satisfy the novice, intermediate and expert diver and covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving, and deep sea research. Regular monthly features include a diverse range of interests—underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC

Primary SRDS Classification No. C-45

Sport

Sports Magazine Associates
119 West 40th Street
New York, NY 10018
(212) 869-4700
Year founded: 1946
Published: Monthly

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sporttalk section, the Sport Quiz, and the back page Finish Line feature.

Member: ABC

Primary SRDS Classification No. C-45

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, ▶

Figures are FOLIO estimates for the calendar year 1985.

SPORTS

Continued

Avg. Newsstand Circ.

1	Muscle & Fitness	385,946
2	Sport	151,106
3	Inside Sports	150,700
4	Sports Illustrated	113,136
5	Golf Digest	101,066
6	Skiing	88,594
7	Golf Magazine	81,525
8	Ski	78,569
9	Runner's World	78,413
10	Bicycling	76,245
11	Runner	62,284
12	Outside	57,987
13	Sail	57,620
14	Sporting News	55,009
15	Boating	48,839
16	Tennis	46,990
17	Yachting	45,100
18	Motor Boating & Sailing	34,044
19	Skin Diver	31,250
20	Cruising World	30,373
21	World Tennis	22,096
22	Bassmaster Magazine	12,552
	Total	1,809,444

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Inside Sports	10.8
2	Golf Digest	6.9
3	Skin Diver	6.5
4	Tennis	5.7
5	Muscle & Fitness	5.1
6	Motor Boating & Sailing	2.6
7	Sports Illustrated	2.5
8	Boating	1.9
9	Ski	1.7
10	Sport	1.2
11	Golf Magazine	−1.4
12	Sail	−2.9
13	Skiing	−4.3
14	Sporting News	−4.6
15	Yachting	−6.2
16	Outside	−6.4
17	Cruising World	−7.0
18	Bassmaster Magazine	−9.7
19	Bicycling	−10.0
20	World Tennis	−20.2
21	Runner's World	−31.6
22	Runner	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Muscle & Fitness	18,651
2	Inside Sports	14,707
3	Golf Digest	6,555
4	Sports Illustrated	2,803
5	Tennis	2,538
6	Skin Diver	1,916
7	Sport	1,828
8	Ski	1,323
9	Boating	922
10	Motor Boating & Sailing	862
11	Golf Magazine	−1,162
12	Bassmaster Magazine	−1,352
13	Sail	−1,727
14	Cruising World	−2,290
15	Sporting News	−2,631
16	Yachting	−2,987
17	Outside	−3,939
18	Skiing	−3,998
19	World Tennis	−5,579
20	Bicycling	−8,500
21	Runner's World	−36,151
22	Runner	ne
	Total	−18,211

% Chg. News. Revenue

	1985 vs. 1984	%
1	Skin Diver	26.8
2	Motor Boating & Sailing	18.2
3	Inside Sports	10.8
4	Muscle & Fitness	10.3
5	Bicycling	9.2
6	Golf Digest	8.0
7	Skiing	6.6
8	Boating	6.5
9	Tennis	5.8
10	Golf Magazine	3.9
11	Outside	2.2
12	Bassmaster Magazine	1.8
13	Ski	1.8
14	Sporting News	1.6
15	Sport	1.2
16	Sports Illustrated	0.1
17	Yachting	−0.7
18	Sail	−2.9
19	Cruising World	−7.0
20	World Tennis	−20.1
21	Runner's World	−35.1
22	Runner	ne

ne = not estimated

MAGAZINE PROFILES

hockey, etc. Local sports writers are assigned for every major league baseball and football team for authoritative coverage. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. C-36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: 53x per year

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. C-36A

Tennis

Tennis, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC

Primary SRDS Classification No. C-45

World Tennis

Family Media, inc.
Three Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1953
Published: Monthly

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the regular travel column cover the whys and where-tos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC

Primary SRDS Classification No. C-45

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. C-6

SUNDAY MAGAZINES

Ad Pages

1	New York Times Magazine	4,360
2	Boston Globe Magazine	2,442
3	Sunday-Chicago Tribune Mag.	1,519
4	L.A. Times Magazine	1,156
5	USA Weekend	677
6	Parade	657
	Total	**10,811**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Parade	2.7
2	USA Weekend	−2.6
3	New York Times Magazine	−7.5
4	L.A. Times Magazine	−15.2
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Parade	17
2	USA Weekend	−18
3	L.A. Times Magazine	−207
4	New York Times Magazine	−356
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	**−564**

Avg. Ad Pages/Copy

1	New York Times Magazine	65
2	Boston Globe Magazine	47
3	Sunday-Chicago Tribune Mag.	27
4	L.A. Times Magazine	21
5	USA Weekend	13
6	Parade	13

Ad Revenue

		$000
1	Parade	198,390
2	New York Times Magazine	109,609
3	USA Weekend	93,152
4	L.A. Times Magazine	22,471
5	Boston Globe Magazine	13,775
6	Sunday-Chicago Tribune Mag.	13,478
	Total	**450,875**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Parade	26.1
2	USA Weekend	6.7
3	L.A. Times Magazine	4.4
4	New York Times Magazine	−1.3
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Parade	41,044
2	USA Weekend	5,842
3	L.A. Times Magazine	952
4	New York Times Magazine	−1,428
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	**46,410**

Avg. Edit. Pages/Copy

1	New York Times Magazine	37
2	Boston Globe Magazine	27
3	L.A. Times Magazine	26
4	Sunday-Chicago Tribune Mag.	22
5	Parade	14
6	USA Weekend	9

Average Circulation

1	Parade	27,920,000
2	USA Weekend	13,110,893
3	New York Times Magazine	1,598,030
4	L.A. Times Magazine	1,332,138
5	Sunday-Chicago Tribune Mag.	1,165,605
6	Boston Globe Magazine	801,046
	Total	**45,927,712**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Parade	17.8
2	New York Times Magazine	3.5
3	USA Weekend	2.0
4	L.A. Times Magazine	0.0
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Parade	4,228,801
2	USA Weekend	260,005
3	New York Times Magazine	54,708
4	L.A. Times Magazine	472
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	**4,543,986**

Avg. Total Pages/Copy

ad pages + edit. pages

1	New York Times Magazine	102
2	Boston Globe Magazine	74
3	Sunday-Chicago Tribune Mag.	49
4	L.A. Times Magazine	48
5	Parade	27
6	USA Weekend	22

Total Revenue

ad rev. + circ. rev.

		$000
1	Parade	198,390
2	New York Times Magazine	109,609
3	USA Weekend	93,152
4	L.A. Times Magazine	22,471
5	Boston Globe Magazine	13,775
6	Sunday-Chicago Tribune Mag.	13,478
	Total	**450,875**

% Chg. Total Revenue

1985 vs. 1984

		%
1	Parade	26.1
2	USA Weekend	6.7
3	L.A. Times Magazine	4.4
4	New York Times Magazine	−1.3
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

ne = not estimated

MAGAZINE PROFILES

The Boston Globe Magazine

The Boston Globe
135 Morrissey Blvd.
Boston, MA 02107
(617) 929-2000
Year founded: 1872
Published: Weekly

Editorial Description: The Boston Globe Magazine is a weekly general-interest publication. While its primary focus is local and regional politics, social issues, and people worthy of note, the reader will frequently find stories of national and international importance as well as fiction by top-name writers. In addition, the Globe Magazine runs regular columns on food, fashion, home design, architecture, off-beat purchases, and regional phenomena.

Member: ABC

Primary SRDS Classification No. C-36

Los Angeles Times Magazine

(formerly Los Angeles Times Home Magazine)

Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-5000
Year founded: 1941
Published: 54x per year

Editorial Description: Los Angeles Times Magazine is a full-color, consumer-size, heatset-offset Sunday magazine containing general-interest features and profiles of Southern California personalities, as well as ideas in interior design, architecture and remodeling, arts and crafts, food fashions and gardening, all geared to the Southern California lifestyle.

Member: ABC

Primary SRDS Classification No. C-38

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1234
Year founded: 1851
Published: 67x per year

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC

Primary SRDS Classification No. C-38

Figures are FOLIO estimates for the calendar year 1985.

SUNDAY MAGAZINES

Continued

Parade

Parade Publications, Inc.
750 Third Avenue
New York, NY 10017
(212) 573-7000
Year founded: 1946
Published: Weekly

Editorial Description: Parade magazine's editorial places an emphasis on special articles by authors and journalists addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child, health sections by Earl Ubell and science sections by Carl Sagan.

Member: ABC

Primary SRDS Classification No. C-38

SUNDAY

The Chicago Tribune Magazine

Chicago Tribune Company
435 North Michigan Avenue
Chicago, IL 60611
(312) 222-3244
Year founded: 1847
Published: 57x per year

Editorial Description: SUNDAY-The Chicago Tribune Magazine is a general-interest publication within a metropolitan newspaper. In its selection of subjects it operates within no fixed boundaries. Its primary focus is on people, places, and events throughout the greater Chicago area and the Midwest. Its principal mission is to entertain, although it frequently addresses serious issues to help readers more clearly see a changing world. Each week SUNDAY offers its readers commentary by columnist Bill Granger; The Fas Track,'' Cheryl Lavin's popular ''people page.'' ''The Way We Were,'' a Chicago-oriented nostalgia column; humor by Dave Barry; a demanding crossword puzzle; and illustrated features on Fashion, Food and Interior Design.

Member: ABC
Primary SRDS Classification No. C-36

USA WEEKEND

(formerly Family Weekly)

Gannett Company
535 Madison Avenue
New York, NY 10022
(212) 715-2100
Year founded: 1985
Published: Weekly

Editorial Description: USA WEEKEND offers readers a broad range of articles from across the USA about money and how to spend it, sports and the players, life and how to enjoy it, interviews and profiles by and with celebrities and newsmakers. Regular columns and sections also appear on health and fitness, automobiles, books and magazines and travel. The People Page focuses on the USA's headliners, and Humor takes a lighthearted look at American life.

Primary SRDS Classification No. C-38

DATA MANAGEMENT

Continued from page 190

Modern Office Technology (Cont.)

Year founded: 1956
Published: Monthly

Editorial Description: Modern Office Technology serves executives and managers responsible for evaluating buying and managing of business information processing equipment and systems, office operations, white collar personnel and the design and furnishing of the office environment. Editorial provides how-to-do-it management information so that executives can stay abreast of developments on systems, equipment, procedures, new technology, supplies and accessories, and management techniques. Regular features include: Horizons (new technology). On Update, Softare Bestsellers, Dataline Columns, Current Focus (developments for management), News and Trends, Management Column, Literature, New Products and Business in Print.

Member: BPA

Primary SRDS Classification No. B-103A

The Office

Office Publications, Inc.
1600 Summer Street
P.O. Box 1231
Stamford, CT 06904
(203) 327-9670
Year founded: 1935
Published: Monthly

Editorial Description: The Office contains practical articles on office automation, information management, software, word processing, telecommunications, office design and layout, copying and reproduction. Primary emphasis on new methods, systems and equipment applications. Editorial purpose: To assist administrative, management information systems, information management, word processing and data processing executives to develop more efficient and cost-saving business systems. Special features include word processing, Right or Wrong in Labor Relations, Planning and Designing the Office Environment, Telecommunications Insights, Software, New Data Processing Equipment, New Products, and New Literature.

Member: BPA

Primary SRDS Classification No. B-103A

PC Tech Journal

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5185
Year founded: 1983
Published: Monthly

Editorial Description: PC Tech Journal provides technical information about the IBM Personal Computer for users who want to extend both hardware and software. Regular articles include: how things work-software and hardware, human factors design and implementation, software tools for professionals, software tools for users, database programs (especially when used as tools), networks, communications (especially with mainframes), distributed processing, office automation using the PC, in-depth hardware reviews development methodology, design considerations, how to exploit BIOS, operating systems, applications, and how to avoid problems with same.

Member: BPA

Primary SRDS Classification No. 8B-5A, C-10A

PC Week

The National Newspaper of IBM Standard Microcomputing

Ziff-Davis Publishing Company
800 Boylston Street
Boston, MA 02199
(617) 375-4000
Year founde: 1983
Published: Weekly

Editorial Description: PC Week is the national newspaper of IBM standard microcomputing providing news, hardware and software reviews, product updates, Buyers Guides and features for buyers of PC's and PC compatibles in a wide variety of companies and organizations.

Member: BPA

Primary SRDS Classification No. B-5A

Figures are Folio estimates for the calendar year 1985.

TRAVEL

Ad Pages

1	Travel & Leisure	1,269
2	Signature	673
3	Travel-Holiday	459
4	Motorland	170
5	National Geo. Traveler	155
6	Adventure Road	70
7	Endless Vacation	51
	Total	**2,847**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Endless Vacation	7.3
2	Travel-Holiday	2.8
3	Signature	−1.3
4	Travel & Leisure	−2.7
5	National Geo. Traveler	−26.9
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Travel-Holiday	13
2	Endless Vacation	3
3	Signature	−9
4	Travel & Leisure	−35
5	National Geo. Traveler	−57
6	Adventure Road	ne
7	Motorland	ne
	Total	**−85**

Avg. Ad Pages/Copy

1	Travel & Leisure	106
2	Signature	56
3	National Geo. Traveler	39
4	Travel-Holiday	38
5	Motorland	28
6	Adventure Road	12
7	Endless Vacation	7

Ad Revenue

		$000
1	Travel & Leisure	30,184
2	Signature	9,989
3	Travel-Holiday	6,133
4	National Geo. Traveler	3,678
5	Motorland	2,508
6	Adventure Road	600
7	Endless Vacation	231
	Total	**53,323**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Endless Vacation	10.5
2	Travel & Leisure	9.7
3	Travel-Holiday	9.6
4	Signature	9.1
5	National Geo. Traveler	2.1
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Travel & Leisure	2,656
2	Signature	829
3	Travel-Holiday	535
4	National Geo. Traveler	75
5	Endless Vacation	22
6	Adventure Road	ne
7	Motorland	ne
	Total	**4,117**

Avg. Edit. Pages/Copy

1	National Geo. Traveler	145
2	Travel & Leisure	94
3	Endless Vacation	86
4	Signature	71
5	Travel-Holiday	64
6	Motorland	36
7	Adventure Road	22

Average Circulation

1	Motorland	1,577,431
2	Adventure Road	1,556,512
3	National Geo. Traveler	1,009,074
4	Travel & Leisure	985,156
5	Signature	789,782
6	Travel-Holiday	789,741
7	Endless Vacation	459,856
	Total	**7,147,552**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Endless Vacation	21.3
2	National Geo. Traveler	7.7
3	Travel & Leisure	3.8
4	Travel-Holiday	1.3
5	Signature	0.3
6	Motorland	ne
7	Adventure Road	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Endless Vacation	80,806
2	National Geo. Traveler	71,820
3	Travel & Leisure	35,845
4	Travel-Holiday	9,871
5	Signature	2,085
6	Motorland	ne
7	Adventure Road	ne
	Total	**200,429**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Travel & Leisure	199
2	National Geo. Traveler	184
3	Signature	127
4	Travel-Holiday	102
5	Endless Vacation	93
6	Motorland	64
7	Adventure Road	33

▶

ne = not estimated

MAGAZINE PROFILES

Adventure Road

Citicorp Publishing
200 East Randolph Drive
Chicago, IL 60601
(312) 856-2583
Year founded: 1964
Published: Bimonthly

Editorial Description: Adventure Road concerns recreational, travel and motoring interests. Articles cover a variety of topics, highlighting diverse geographical areas and the activities that may be enjoyed in each. Topics include motoring advice: auto maintenance tips; travel ideas and services; vacation planning; products for travel and photography.

Member: ABC

Primary SRDS Classification No. C-46

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46280-0260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. C-46

Motorland

California State Automobile Association
150 Van Ness Avenue
San Francisco, CA 94101
(415) 565-2454
Year founded: 1917
Published: Bimonthly

Editorial Description: Motorland is edited for AAA members who reside in Northern California and Nevada. Feature articles seek to promote interest in an enjoyment of outdoor recreation, participation in popular leisure activities, and travel—locally, nationally and internationally, by auto as well as commercial carriers. Service articles cover developments in the automotive, highway and safety fields, and accommodations. Regular departments include a calendar of coming events in the area, a roundup of short news items, editorials by the Association and tips for the traveler.

Member: ABC

Primary SRDS Classification No. C-46

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places pri- ▶

Figures are Folio estimates for the calendar year 1985.

TRAVEL

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Travel & Leisure	51,746
2	Signature	21,938
3	Endless Vacation	17,880
4	National Geo. Traveler	16,526
5	Travel-Holiday	13,177
6	Motorland	5,663
7	Adventure Road	5,270
	Total	**132,200**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Signature	18.1
2	Endless Vacation	16.2
3	Travel & Leisure	13.3
4	National Geo. Traveler	7.9
5	Travel-Holiday	4.9
6	Adventure Road	ne
7	Motorland	ne

Subscription Revenue

		$000
1	Travel & Leisure	21,212
2	Endless Vacation	17,649
3	National Geo. Traveler	12,841
4	Signature	11,949
5	Travel-Holiday	6,933
6	Adventure Road	4,670
7	Motorland	3,155
	Total	**78,409**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Signature	26.8
2	Travel & Leisure	18.8
3	Endless Vacation	16.3
4	National Geo. Traveler	9.6
5	Travel-Holiday	1.4
6	Adventure Road	ne
7	Motorland	ne

Avg. Subscription Circ.

1	Motorland	1,577,431
2	Adventure Road	1,556,512
3	National Geo. Traveler	1,008,731
4	Travel & Leisure	975,280
5	Signature	789,782
6	Travel-Holiday	763,545
7	Endless Vacation	459,856
	Total	**7,131,137**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Endless Vacation	21.3
2	National Geo. Traveler	7.6
3	Travel & Leisure	3.8
4	Travel-Holiday	1.4
5	Signature	0.3
6	Motorland	ne
7	Adventure Road	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Endless Vacation	80,808
2	National Geo. Traveler	71,477
3	Travel & Leisure	35,824
4	Travel-Holiday	10,250
5	Signature	2,085
6	Motorland	ne
7	Adventure Road	ne
	Total	**200,444**

Newsstand Revenue

		$000
1	Travel & Leisure	350
2	Travel-Holiday	112
3	National Geo. Traveler	7
4	Endless Vacation	0
5	Adventure Road	0
6	Signature	0
7	Motorland	0
	Total	**469**

Avg. Newsstand Circ.

1	Travel & Leisure	9,876
2	Travel-Holiday	6,196
3	National Geo. Traveler	343
4	Endless Vacation	0
5	Adventure Road	0
6	Signature	0
7	Motorland	0
	Total	**16,415**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Travel & Leisure	0.2
2	Travel-Holiday	−5.8
3	Adventure Road	n/a
4	Signature	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	National Geo. Traveler	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	National Geo. Traveler	343
2	Travel & Leisure	20
3	Travel-Holiday	−379
4	Adventure Road	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	Signature	n/a
	Total	**−16**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Travel & Leisure	16.5
2	Travel-Holiday	−5.5
3	Adventure Road	n/a
4	Signature	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	National Geo. Traveler	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

marily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. C-46

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. C-46

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. C-46

Travel-Holiday

Travel Magazine, Inc.
51 Atlantic Avenue
Floral Park, NY 11001
(516) 352-9700
Year founded: 1901
Published: Monthly

Editorial Description: Travel-Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Articles stress both peak and off peak, off-the-beaten-path destinations as well as the standard, more popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News, Travel Fare and Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Primary SRDS Classification No. C-46

WOMEN-IN-BUSINESS

Ad Pages

1 Cosmopolitan	2,437
2 Glamour	2,136
3 Self	1,182
4 Redbook	1,165
5 Working Mother	882
6 Ms.	555
7 Savvy	396
Total	**8,753**

% Chg. Ad Pages

1985 vs. 1984	%
1 Self	2.2
2 Working Mother	1.2
3 Redbook	−0.9
4 Glamour	−1.3
5 Cosmopolitan	−2.2
6 Ms.	−15.0
7 Savvy	−26.9

Net Chg. Ad Pages

1985 vs. 1984	
1 Self	25
2 Working Mother	10
3 Redbook	−11
4 Glamour	−29
5 Cosmopolitan	−54
6 Ms.	−98
7 Savvy	−146
Total	**−303**

Avg. Ad Pages/Copy

1 Cosmopolitan	203
2 Glamour	178
3 Self	99
4 Redbook	97
5 Working Mother	74
6 Ms.	46
7 Savvy	33

Ad Revenue

	$000
1 Cosmopolitan	100,757
2 Glamour	76,571
3 Redbook	57,179
4 Self	26,266
5 Working Mother	13,303
6 Ms.	5,626
7 Savvy	3,520
Total	**283,222**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Working Mother	20.8
2 Self	8.6
3 Glamour	8.4
4 Redbook	7.7
5 Cosmopolitan	5.9
6 Ms.	−11.2
7 Savvy	−24.8

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Glamour	5,962
2 Cosmopolitan	5,613
3 Redbook	4,084
4 Working Mother	2,287
5 Self	2,083
6 Ms.	−706
7 Savvy	−1,164
Total	**18,159**

Avg. Edit. Pages/Copy

1 Cosmopolitan	144
2 Glamour	143
3 Redbook	97
4 Self	93
5 Working Mother	65
6 Savvy	62
7 Ms.	59

Average Circulation

1 Redbook	4,149,433
2 Cosmopolitan	2,921,450
3 Glamour	2,284,114
4 Self	1,105,895
5 Working Mother	550,211
6 Ms.	458,537
7 Savvy	321,136
Total	**11,790,776**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Working Mother	6.2
2 Savvy	5.3
3 Redbook	4.4
4 Self	2.6
5 Cosmopolitan	0.5
6 Glamour	0.5
7 Ms.	−2.4

Net Chg. Avg. Circ.

1985 vs. 1984	
1 Redbook	174,963
2 Working Mother	32,202
3 Self	27,984
4 Savvy	16,301
5 Cosmopolitan	14,324
6 Glamour	10,683
7 Ms.	−11,112
Total	**265,345**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Cosmopolitan	347
2 Glamour	321
3 Redbook	194
4 Self	191
5 Working Mother	138
6 Ms.	105
7 Savvy	95

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MAGAZINE PROFILES

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. C-49

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Editorial Description: Glamour is edited for the personal interests of working women 18-34 with a "how-to" approach. Emphasis is placed on fashion, beauty, careers, diet and fitness, travel, electronics, entertaining, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, and money management. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts and finds.

Member: ABC

Primary SRDS Classification No. C-49

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, NY 10018
(212) 719-9800
Year founded: 1972
Published: Monthly

Editorial Description: Ms. is a national news magazine written for women, about women, by women. It's unique in that it explores the real issues facing women today and brings you the news you need to make informed decisions about your life and the life of your family and friends. In Ms. you find fresh, funny, lively, highly charged and sometimes controversial information that can help you in so many ways.

Member: ABC

Primary SRDS Classification No. C-49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. C-49

Figures are Folio estimates for the calendar year 1985.

WOMEN-IN-BUSINESS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Cosmopolitan	167,465
2 Glamour	121,997
3 Redbook	98,993
4 Self	47,316
5 Working Mother	19,989
6 Ms.	11,522
7 Savvy	7,272
Total	**474,554**

% Chg. Total Revenue

1985 vs. 1984	%
1 Working Mother	15.2
2 Glamour	10.5
3 Self	10.2
4 Redbook	6.8
5 Cosmopolitan	3.6
6 Ms.	– 1.9
7 Savvy	– 9.3

Subscription Revenue

	$000
1 Redbook	28,604
2 Glamour	9,631
3 Self	7,124
4 Working Mother	6,369
5 Cosmopolitan	5,429
6 Ms.	4,911
7 Savvy	3,269
Total	**65,337**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Self	17.1
2 Glamour	12.0
3 Cosmopolitan	11.8
4 Savvy	11.1
5 Ms.	11.0
6 Working Mother	7.1
7 Redbook	3.3

Avg. Subscription Circ.

1 Redbook	3,415,542
2 Glamour	754,394
3 Working Mother	536,646
4 Self	510,759
5 Ms.	414,153
6 Cosmopolitan	302,679
7 Savvy	298,754
Total	**6,232,927**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 Cosmopolitan	10.0
2 Working Mother	7.0
3 Savvy	3.5
4 Redbook	3.0
5 Ms.	– 1.9
6 Self	– 3.8
7 Glamour	– 4.4

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Redbook	100,809
2 Working Mother	35,107
3 Cosmopolitan	27,502
4 Savvy	10,090
5 Ms.	– 7,924
6 Self	– 20,245
7 Glamour	– 35,033
Total	**110,306**

Newsstand Revenue

	$000
1 Cosmopolitan	61,279
2 Glamour	35,795
3 Self	13,926
4 Redbook	13,210
5 Ms.	985
6 Savvy	483
7 Working Mother	317
Total	**125,995**

Avg. Newsstand Circ.

1 Cosmopolitan	2,618,771
2 Glamour	1,529,720
3 Redbook	733,891
4 Self	595,136
5 Ms.	44,384
6 Savvy	22,382
7 Working Mother	13,565
Total	**5,557,849**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 Savvy	38.4
2 Redbook	11.2
3 Self	8.8
4 Glamour	3.1
5 Cosmopolitan	– 0.5
6 Ms.	– 6.7
7 Working Mother	– 17.6

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 Redbook	74,154
2 Self	48,229
3 Glamour	45,716
4 Savvy	6,211
5 Working Mother	– 2,906
6 Ms.	– 3,188
7 Cosmopolitan	– 13,178
Total	**155,038**

% Chg. News. Revenue

1985 vs. 1984	%
1 Savvy	24.6
2 Glamour	14.9
3 Redbook	11.2
4 Self	9.9
5 Ms.	– 0.3
6 Cosmopolitan	– 0.5
7 Working Mother	– 17.6

MAGAZINE PROFILES

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10017
(212) 340-9200
Year founded: 1979
Published: Monthly

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. C-8

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. C-49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1978
Published: Monthly

Editorial Description: Working Mother is edited for the woman who packs the many challenges of a family, home and career into her life. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1986 three new regular features, Travelers Advisory, Video Review and Microwave Magic were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, The Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. C-49

Figures are Folio estimates for the calendar year 1985.

WOMEN'S FASHION

Ad Pages

1	Vogue	3,246
2	Glamour	2,136
3	Harper's Bazaar	1,750
4	Mademoiselle	1,503
5	W	1,316
	Total	**9,951**

% Chg. Ad Pages

	1985 vs. 1984	%
1	W	−1.0
2	Glamour	−1.3
3	Harper's Bazaar	−4.1
4	Vogue	−6.3
5	Mademoiselle	−10.7

Net Chg. Ad Pages

	1985 vs. 1984	
1	W	−13
2	Glamour	−29
3	Harper's Bazaar	−74
4	Mademoiselle	−180
5	Vogue	−220
	Total	**−516**

Avg. Ad Pages/Copy

1	Vogue	271
2	Glamour	178
3	Harper's Bazaar	146
4	Mademoiselle	125
5	W	51

Ad Revenue

		$000
1	Glamour	76,571
2	Vogue	71,509
3	Mademoiselle	34,147
4	Harper's Bazaar	31,105
5	W	20,470
	Total	**233,802**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	W	12.0
2	Glamour	8.4
3	Vogue	6.2
4	Harper's Bazaar	0.0
5	Mademoiselle	−4.5

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Glamour	5,962
2	Vogue	4,153
3	W	2,187
4	Harper's Bazaar	0
5	Mademoiselle	−1,622
	Total	**10,680**

Avg. Edit. Pages/Copy

1	Vogue	161
2	Glamour	143
3	Mademoiselle	125
4	Harper's Bazaar	109
5	W	32

Average Circulation

1	Glamour	2,284,114
2	Mademoiselle	1,215,398
3	Vogue	1,187,714
4	Harper's Bazaar	754,672
5	W	212,577
	Total	**5,654,475**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Harper's Bazaar	2.7
2	Mademoiselle	2.4
3	Vogue	2.0
4	W	1.6
5	Glamour	0.5

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Mademoiselle	28,263
2	Vogue	23,752
3	Harper's Bazaar	19,883
4	Glamour	10,683
5	W	3,353
	Total	**85,934**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Vogue	431
2	Glamour	321
3	Harper's Bazaar	255
4	Mademoiselle	250
5	W	83

Total Revenue

	ad rev. + circ. rev.	$000
1	Glamour	121,997
2	Vogue	107,434
3	Mademoiselle	59,096
4	Harper's Bazaar	45,729
5	W	26,980
	Total	**361,236**

% Chg. Total Revenue

	1985 vs. 1984	%
1	W	11.3
2	Glamour	10.5
3	Vogue	5.3
4	Harper's Bazaar	1.5
5	Mademoiselle	0.1

Subscription Revenue

		$000
1	Glamour	9,631
2	Vogue	8,361
3	W	4,838
4	Mademoiselle	4,610
5	Harper's Bazaar	3,693
	Total	**31,133**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Mademoiselle	27.6
2	Glamour	12.0
3	Harper's Bazaar	9.8
4	Vogue	9.3
5	W	1.7

Avg. Subscription Circ.

1	Glamour	754,394
2	Vogue	432,107
3	Mademoiselle	346,194
4	Harper's Bazaar	308,115
5	W	186,648
	Total	**2,027,458**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Harper's Bazaar	4.9
2	Mademoiselle	2.5
3	Vogue	2.3
4	W	0.2
5	Glamour	−4.4

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Harper's Bazaar	14,441
2	Vogue	9,893
3	Mademoiselle	8,533
4	W	291
5	Glamour	−35,033
	Total	**−1,875**

Newsstand Revenue

		$000
1	Glamour	35,795
2	Vogue	27,565
3	Mademoiselle	20,339
4	Harper's Bazaar	10,932
5	W	1,672
	Total	**96,303**

Avg. Newsstand Circ.

1	Glamour	1,529,720
2	Mademoiselle	869,205
3	Vogue	755,607
4	Harper's Bazaar	446,557
5	W	25,930
	Total	**3,627,019**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	W	13.4
2	Glamour	3.1
3	Mademoiselle	2.3
4	Vogue	1.9
5	Harper's Bazaar	1.2

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Glamour	45,716
2	Mademoiselle	19,731
3	Vogue	13,859
4	Harper's Bazaar	5,442
5	W	3,063
	Total	**87,811**

% Chg. News. Revenue

	1985 vs. 1984	%
1	W	40.6
2	Glamour	14.9
3	Mademoiselle	3.4
4	Harper's Bazaar	3.3
5	Vogue	1.9

MAGAZINE PROFILES

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Editorial Description: Glamour is edited for the personal interests of working women 18-34 with a "how-to" approach. Emphasis is placed on fashion, beauty, careers, diet and fitness, travel, electronics, entertaining, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, and money management. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts and finds.

Member: ABC

Primary SRDS Classification No. C-49

Harper's Bazaar

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial fea-

(Continued on page 164)

Figures are Folio estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Ad Pages

1	Vogue	3,246
2	Cosmopolitan	2,437
3	Town & Country	1,756
4	Mademoiselle	1,503
5	Working Woman	1,236
6	Self	1,182
7	Prevention	776
8	Shape	753
9	New Woman	679
10	True Story	632
11	American Baby	507
12	Family	477
13	Playgirl	416
14	Soap Opera Digest	317
15	Woman's World	17
	Total	**15,934**

% Chg. Ad Pages

	1985 vs. 1984	%
1	New Woman	20.3
2	Playgirl	4.9
3	Shape	4.6
4	American Baby	4.5
5	Self	2.2
6	Family	−1.9
7	Cosmopolitan	−2.2
8	Soap Opera Digest	−3.4
9	Working Woman	−4.2
10	Vogue	−6.3
11	Town & Country	−7.7
12	True Story	−9.3
13	Mademoiselle	−10.7
14	Prevention	−12.0
15	Woman's World	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	New Woman	115
2	Shape	33
3	Self	25
4	American Baby	22
5	Playgirl	20
6	Family	−9
7	Soap Opera Digest	−11
8	Working Woman	−54
9	Cosmopolitan	−54
10	True Story	−65
11	Prevention	−106
12	Town & Country	−147
13	Mademoiselle	−180
14	Vogue	−220
15	Woman's World	ne
	Total	**−631**

Avg. Ad Pages/Copy

1	Vogue	271
2	Cosmopolitan	203
3	Town & Country	146
4	Mademoiselle	125
5	Working Woman	103
6	Self	99
7	Prevention	65
8	Shape	63
9	New Woman	57
10	True Story	53
11	American Baby	42
12	Family	40
13	Playgirl	35
14	Soap Opera Digest	12
15	Woman's World	0.3

Ad Revenue

		$000
1	Cosmopolitan	100,757
2	Vogue	71,509
3	Mademoiselle	34,147
4	Town & Country	26,700
5	Self	26,266
6	Working Woman	20,813
7	Prevention	15,049
8	American Baby	11,126
9	True Story	10,841
10	New Woman	10,047
11	Family	5,265
12	Shape	4,048
13	Soap Opera Digest	2,320
14	Playgirl	1,377
15	Woman's World	226
	Total	**340,511**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	New Woman	44.0
2	Shape	27.3
3	American Baby	13.3
4	Working Woman	10.5
5	Self	8.6
6	Soap Opera Digest	7.7
7	Family	7.5
8	Vogue	6.2
9	Cosmopolitan	5.9
10	Playgirl	0.2
11	True Story	−1.2
12	Town & Country	−1.3
13	Mademoiselle	−4.5
14	Prevention	−9.0
15	Woman's World	ne

Net Chg. Ad Revenue.

	1985 vs. 1984	$000
1	Cosmopolitan	5,613
2	Vogue	4,153
3	New Woman	3,071
4	Self	2,083
5	Working Woman	1,982
6	American Baby	1,308
7	Shape	868
8	Family	367
9	Soap Opera Digest	165
10	Playgirl	3
11	True Story	−129
12	Town & Country	−349
13	Prevention	−1,493
14	Mademoiselle	−1,622
15	Woman's World	ne
	Total	**16,020**

Avg. Edit. Pages/Copy

1	Vogue	161
2	Cosmopolitan	144
3	Soap Opera Digest	132
4	Mademoiselle	125
5	Town & Country	106
6	Prevention	97
7	Self	93
8	New Woman	91
9	Playgirl	81
10	Shape	81
11	True Story	69
12	Working Woman	66
13	American Baby	58
14	Woman's World	56
15	Family	43

▶

ne = not estimated

MAGAZINE PROFILES

American Baby

Cahners Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1938
Published: Monthly

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC
Primary SRDS Classification No. C-5

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. C-49

Family

Military Family Communications, Inc.
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1958
Published: Monthly

Editorial Description: Family is published for military wives. Articles concern their lifestyle. Contains features on military family life, relocating, apartment decorating, cooking, travel, education, child-rearing, careers, marriage and family health. Special emphasis is placed on money-saving tips and the advantages of shopping military commissaries (supermarkets), exchanges (department stores) and package (liquor) stores. Articles appearing in Family are a combination of material submitted by readers and original material created by Family's editorial staff.

Member: BPA
Primary SRDS Classification No.: C-31

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Monthly

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Primary SRDS Classification No. C-50

New Woman

Murdoch Magazines
215 Lexington Avenue
New York, NY 10016

▶

Figures are Folio estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Continued

Average Circulation

1 Cosmopolitan	2,921,450
2 Prevention	2,897,485
3 True Story	1,518,715
4 Woman's World	1,326,202
5 Mademoiselle	1,215,398
6 Vogue	1,187,714
7 New Woman	1,156,344
8 Self	1,105,895
9 American Baby	1,000,000
10 Soap Opera Digest	768,255
11 Working Woman	715,664
12 Playgirl	586,304
13 Shape	532,987
14 Family	528,585
15 Town & Country	428,485
Total	17,889,483

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Family	31.6
2 New Woman	14.2
3 Shape	8.8
4 Town & Country	6.0
5 Working Woman	5.6
6 Self	2.6
7 Mademoiselle	2.4
8 Vogue	2.0
9 Cosmopolitan	0.5
10 True Story	0.4
11 American Baby	– 0.1
12 Prevention	– 1.0
13 Playgirl	– 6.2
14 Soap Opera Digest	– 6.4
15 Woman's World	ne

Net Chg. Avg. Circ.

1985 vs. 1984	
1 New Woman	144,191
2 Family	126,788
3 Shape	43,083
4 Working Woman	38,146
5 Mademoiselle	28,263
6 Self	27,984
7 Town & Country	24,149
8 Vogue	23,752
9 Cosmopolitan	14,324
10 True Story	5,497
11 American Baby	– 1,074
12 Prevention	– 30,518
13 Playgirl	– 38,732
14 Soap Opera Digest	– 52,379
15 Woman's World	ne
Total	353,474

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Vogue	431
2 Cosmopolitan	347
3 Town & Country	252
4 Mademoiselle	250
5 Self	191
6 Working Woman	168
7 Prevention	162
8 New Woman	147
9 Shape	144
10 Soap Opera Digest	144
11 True Story	122
12 Playgirl	116
13 American Baby	101
14 Family	83
15 Woman's World	56

Total Revenue

ad rev. + circ. rev.	$000
1 Cosmopolitan	167,465
2 Vogue	107,434
3 Mademoiselle	59,096
4 Prevention	55,898
5 Woman's World	48,725
6 Self	47,316
7 Town & Country	36,175
8 New Woman	31,163
9 Working Woman	30,405
10 Soap Opera Digest	26,401
11 True Story	26,383
12 Playgirl	18,318
13 Shape	16,029
14 American Baby	12,446
15 Family	5,285
Total	688,539

% Chg. Total Revenue

1985 vs. 1984	%
1 New Woman	22.8
2 Shape	15.0
3 American Baby	14.8
4 Self	10.2
5 Soap Opera Digest	9.8
6 Working Woman	9.2
7 Family	7.5
8 Vogue	5.3
9 True Story	4.7
10 Cosmopolitan	3.6
11 Prevention	2.0
12 Town & Country	0.8
13 Mademoiselle	0.1
14 Playgirl	– 8.9
15 Woman's World	ne

Subscription Revenue

	$000
1 Prevention	37,943
2 True Story	11,168
3 Working Woman	8,836
4 Vogue	8,361
5 Self	7,124
6 Soap Opera Digest	6,945
7 New Woman	6,825
8 Town & Country	5,808
9 Cosmopolitan	5,429
10 Mademoiselle	4,610
11 Playgirl	3,395
12 Shape	2,522
13 American Baby	1,320
14 Family	0
15 Woman's World	0
Total	110,286

% Chg. Sub. Revenue

1985 vs. 1984	%
1 New Woman	30.7
2 American Baby	28.5
3 Mademoiselle	27.6
4 Shape	18.1
5 Self	17.1
6 True Story	12.7
7 Cosmopolitan	11.8
8 Town & Country	11.7
9 Vogue	9.3
10 Working Woman	6.0
11 Prevention	5.9
12 Playgirl	3.4
13 Soap Opera Digest	– 10.4
14 Family	n/a
15 Woman's World	n/a

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(212) 685-4790
Year founded: 1970
Published: Monthly

Editorial Description: New Woman is a magazine for the thinking woman interested in improving the quality of her life. Edited to give guidance, information, a new image and a new way of life, it encourages self-help and the realization of individual potential. Regular features include articles on relationships, emotional well-being, finances, business, beauty, fashion, fitness and health.

Member: ABC
Primary SRDS Classification No.: C-49

Playgirl

Playgirl, Inc.
3420 Ocean Park Boulevard, Suite 3000
Santa Monica, CA 90405
(213) 450-0900
Year founded: 1973
Published: Monthly

Editorial Description: Playgirl is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, political issues, the arts and entertainment. Fashion, fitness and health are accompanied by lifestyle features including male photography and centerfolds, home entertainment, food and beverages.

Member: ABC
Primary SRDS Classification No. C-49

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Editorial Description: Prevention is edited for readers who are highly motivated to take an active role in achieving and maintaining health and fitness for themselves and their families. Edited under the supervision of an Advisory Board of physicians and nutritionists, it provides the latest authoritative, practical information about healthful food products, pharmaceuticals, exercise, the prevention of disease, psychology, health-care economics, beauty aids, appliances, and travel as they relate to healthy, secure lifestyle.

Member: ABC
Primary SRDS Classification No. C-23

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC
Primary SRDS Classification No. C-49

SHAPE

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Editorial Description: SHAPE is the lifestyle ▶

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Continued

Avg. Subscription Circ.

1	Prevention	2,736,070
2	True Story	1,227,099
3	Working Woman	690,453
4	New Woman	536,069
5	Self	510,759
6	Vogue	432,107
7	Mademoiselle	346,194
8	Soap Opera Digest	327,503
9	Town & Country	326,661
10	Cosmopolitan	302,679
11	Playgirl	220,999
12	American Baby	151,890
13	Shape	132,837
14	Family	0
15	Woman's World	0
	Total	**7,941,320**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	New Woman	39.4
2	American Baby	31.3
3	Playgirl	12.7
4	Cosmopolitan	10.0
5	Shape	9.4
6	Town & Country	7.6
7	Working Woman	5.8
8	Mademoiselle	2.5
9	Vogue	2.3
10	True Story	0.2
11	Prevention	−2.1
12	Self	−3.8
13	Soap Opera Digest	−15.1
14	Family	n/a
15	Woman's World	n/a

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	New Woman	151,465
2	Working Woman	37,600
3	American Baby	36,225
4	Cosmopolitan	27,502
5	Playgirl	24,936
6	Town & Country	23,209
7	Shape	11,373
8	Vogue	9,893
9	Mademoiselle	8,533
10	True Story	2,069
11	Self	−20,245
12	Prevention	−57,693
13	Soap Opera Digest	−58,393
14	Family	n/a
15	Woman's World	n/a
	Total	**196,474**

Newsstand Revenue

		$000
1	Cosmopolitan	61,279
2	Woman's World	48,499
3	Vogue	27,565
4	Mademoiselle	20,339
5	Soap Opera Digest	17,136
6	New Woman	14,291
7	Self	13,926
8	Playgirl	13,545
9	Shape	9,460
10	True Story	4,374
11	Town & Country	3,666
12	Prevention	2,905
13	Working Woman	756
14	Family	0
15	American Baby	0
	Total	**237,741**

Avg. Newsstand Circ.

1	Cosmopolitan	2,618,771
2	Woman's World	1,326,202
3	Mademoiselle	869,205
4	Vogue	755,607
5	New Woman	620,276
6	Self	595,136
7	Soap Opera Digest	440,752
8	Shape	400,150
9	Playgirl	365,305
10	True Story	291,617
11	Prevention	161,415
12	Town & Country	101,824
13	Working Woman	25,211
14	Family	0
15	American Baby	0
	Total	**8,571,471**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Prevention	20.2
2	Self	8.8
3	Shape	8.6
4	Mademoiselle	2.3
5	Working Woman	2.2
6	Vogue	1.9
7	Soap Opera Digest	1.4
8	True Story	1.2
9	Town & Country	0.9
10	Cosmopolitan	−0.5
11	New Woman	−1.2
12	Playgirl	−14.8
13	Family	n/a
14	American Baby	n/a
15	Woman's World	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Self	48,229
2	Shape	31,710
3	Prevention	27,175
4	Mademoiselle	19,731
5	Vogue	13,859
6	Soap Opera Digest	6,014
7	True Story	3,429
8	Town & Country	940
9	Working Woman	545
10	New Woman	−7,275
11	Cosmopolitan	−13,178
12	Playgirl	−63,668
13	Family	n/a
14	American Baby	n/a
15	Woman's World	ne
	Total	**67,511**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Soap Opera Digest	21.3
2	Prevention	20.3
3	Self	9.9
4	Shape	9.7
5	Working Woman	9.5
6	New Woman	8.4
7	Mademoiselle	3.4
8	Vogue	1.9
9	True Story	1.2
10	Town & Country	0.9
11	Cosmopolitan	−0.5
12	Playgirl	−12.3
13	American Baby	n/a
14	Family	n/a
15	Woman's World	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

magazine for the active woman of the 80's, delivering reliable information. SHAPE's medical experts cover all aspects of fitness, including physical, nutritional, and psychological topics. SHAPE supports the woman who wants fitness in every part of her life. In addition to facts about exercise physiology and fitness maintenance, SHAPE provides latest product information needed for a fully fit lifestyle. Current diet and health foods, the latest active wear, and beauty-care products all contribute to SHAPE's role as a comprehensive magazine for today's active woman.
Member: ABC
Primary SRDS Classification No. C-49

Soap Opera Digest

Network Publishing Corporation
254 West 31st Street
New York, NY 10001
(212) 947-6300
Year founded: 1976
Published: Biweekly

Editorial Description: Soap Opera Digest deals with both daytime and primetime continuing dramas. Each issue contains columns, features and interviews on the news from the shows. Articles and interviews explore the behind-the-scenes business and dealings. As well as in-depth profiles, wrap sections, humor pieces and roundups.
Member: ABC
Primary SRDS Classification No. C-49

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.
Member: ABC
Primary SRDS Classification No. C-22

True Story

Macfadden Women's Group
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Year founded: 1919
Published: Monthly

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.
Member: ABC
Primary SRDS Classification No. C-49

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.
Member: ABC
Primary SRDS Classification No. C-50 ▶

WOMEN'S LIFESTYLES

Continued

Woman's World

Heinrich Bauer North America
177 North Dean Street
P.O. Box 6700
Englewood, NJ 07631
(203) 569-0006
Year founded: 1981
Published: Monthly

Editorial Description: Woman's World is a women's service and entertainment magazine. It focuses on the needs and interests of today's busy woman, both on a personal level and as they relate to her family. Regular service features include: Food, Affordable Fashion, Medical Advice, Beauty Tips, Needlework and Crafts, Dollar Saving Ideas, Home Decorating, Advice on Money, Marriage and Careers. Stories from real life and fiction such as mysteries and romances provide light reading. Travel, Humor, Horoscope and Celebrity Gossip.

Member: ABC

Primary SRDS Classification No. C-49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800

Year founded: 1976
Published: Monthly

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include special sections devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. C-49

WOMEN'S FASHION

Continued from page 160

Harper's Bazaar (Cont.)

tures emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC

Primary SRDS Classification No. C-49

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Monthly

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC

Primary SRDS Classification No. C-50

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. C-50

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4305
Year founded: 1972
Published: Biweekly

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. C-49

The Folio:AdGuide

Additional copies of The Folio:AdGuide
are available while supplies last. To reserve your copy(s),
send a check or money order for $35 each
(includes second class postage. For first class, add $5), to:

Folio:AdGuide
Six River Bend, Box 4949
Stamford, CT 06907-0949

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S SERVICE

Ad Pages

1	Good Housekeeping	2,053
2	Family Circle	1,853
3	Woman's Day	1,422
4	Better Homes and Gardens	1,363
5	Ladies' Home Journal	1,362
6	Redbook	1,165
7	McCall's	1,157
8	Parents	1,131
9	Essence	951
10	Working Mother	882
11	Crafts Magazine	772
12	New Woman	679
13	American Baby	507
14	Creative Ideas f. Living	502
15	Workbasket	388
16	McCall's Ndlwrk. & Crafts	239
17	Woman's World	17
	Total	16,443

% Chg. Ad Pages

	1985 vs. 1984	%
1	New Woman	20.3
2	Parents	12.8
3	Ladies' Home Journal	7.9
4	Creative Ideas f. Living	6.6
5	American Baby	4.5
6	Family Circle	2.8
7	Working Mother	1.2
8	Good Housekeeping	1.0
9	Workbasket	0.6
10	Crafts Magazine	0.3
11	Redbook	−0.9
12	McCall's	−3.1
13	Essence	−6.3
14	Woman's Day	−6.9
15	Better Homes and Gardens	−9.0
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Parents	129
2	New Woman	115
3	Ladies' Home Journal	100
4	Family Circle	50
5	Creative Ideas f. Living	31
6	American Baby	22
7	Good Housekeeping	21
8	Working Mother	10
9	Crafts Magazine	2
10	Workbasket	2
11	Redbook	−11
12	McCall's	−36
13	Essence	−64
14	Woman's Day	−105
15	Better Homes and Gardens	−136
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	130

Avg. Ad Pages/Copy

1	Good Housekeeping	171
2	Better Homes and Gardens	114
3	Ladies' Home Journal	114
4	Family Circle	109
5	Redbook	97
6	McCall's	96
7	Parents	94
8	Woman's Day	89
9	Essence	79
10	Working Mother	74
11	Crafts Magazine	64
12	New Woman	57
13	American Baby	42
14	Creative Ideas f. Living	42
15	McCall's Ndlwrk. & Crafts	40
16	Workbasket	39
17	Woman's World	0.3

Ad Revenue

		$000
1	Family Circle	145,788
2	Good Housekeeping	142,376
3	Better Homes and Gardens	123,262
4	Woman's Day	107,347
5	McCall's	80,849
6	Ladies' Home Journal	77,019
7	Redbook	57,179
8	Parents	38,003
9	Essence	15,358
10	Working Mother	13,303
11	American Baby	11,126
12	New Woman	10,047
13	Creative Ideas f. Living	6,100
14	Crafts Magazine	2,613
15	Workbasket	2,612
16	McCall's Ndlwrk. & Crafts	2,194
17	Woman's World	226
	Total	835,402

% Chg. Ad Revenue

	1985 vs. 1984	%
1	New Woman	44.0
2	Parents	22.5
3	Working Mother	20.8
4	Crafts Magazine	17.0
5	Ladies' Home Journal	15.8
6	Essence	14.8
7	American Baby	13.3
8	Creative Ideas f. Living	13.0
9	Family Circle	11.6
10	Redbook	7.7
11	Good Housekeeping	6.8
12	McCall's	6.0
13	Workbasket	6.0
14	Better Homes and Gardens	−2.3
15	Woman's Day	−2.7
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Family Circle	15,096
2	Ladies' Home Journal	10,482
3	Good Housekeeping	9,063
4	Parents	6,987
5	McCall's	4,575
6	Redbook	4,084
7	New Woman	3,071
8	Working Mother	2,287
9	Essence	1,975
10	American Baby	1,308
11	Creative Ideas f. Living	700
12	Crafts Magazine	380
13	Workbasket	148
14	Better Homes and Gardens	−2,872
15	Woman's Day	−3,020
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	54,264

Avg. Edit. Pages/Copy

1	Good Housekeeping	145
2	Redbook	97
3	Ladies' Home Journal	93
4	New Woman	91
5	Better Homes and Gardens	91
6	Family Circle	87
7	McCall's Ndlwrk. & Crafts	86
8	McCall's	80
9	Parents	79
10	Woman's Day	75
11	Essence	66
12	Creative Ideas f. Living	65
13	Working Mother	65
14	American Baby	58
15	Woman's World	56
16	Workbasket	41
17	Crafts Magazine	41

▶

ne = not estimated

MAGAZINE PROFILES

American Baby

Cahners Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1938
Published: Monthly

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC

Primary SRDS Classification No. C-5

Better Homes and Gardens

Meredith Corporation
17th at Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC

Primary SRDS Classification No. C-24

Crafts Magazine

PJS Publications, Inc.
News Plaza
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1978
Published: Monthly

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups. Departments: new products and new books.

Member: ABC

Primary SRDS Classification No. C-11

Figures are Folio estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Average Circulation

1	Better Homes and Gardens	8,042,230
2	Family Circle	6,680,863
3	Woman's Day	6,367,387
4	McCall's	6,272,442
5	Good Housekeeping	5,180,142
6	Ladies' Home Journal	5,137,601
7	Redbook	4,149,433
8	Workbasket	1,749,005
9	Parents	1,718,052
10	Woman's World	1,326,202
11	New Woman	1,156,344
12	American Baby	1,000,000
13	Essence	800,960
14	Creative Ideas f. Living	746,323
15	McCall's Ndlwrk. & Crafts	713,266
16	Working Mother	550,211
17	Crafts Magazine	494,713
	Total	52,085,174

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Essence	14.4
2	New Woman	14.2
3	Working Mother	6.2
4	Redbook	4.4
5	Parents	1.6
6	Creative Ideas f. Living	1.2
7	Ladies' Home Journal	0.9
8	Better Homes and Gardens	0.1
9	McCall's	0.1
10	American Baby	−0.1
11	Crafts Magazine	−0.7
12	Good Housekeeping	−1.2
13	Workbasket	−2.0
14	Family Circle	−4.1
15	Woman's Day	−4.6
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Redbook	174,963
2	New Woman	144,191
3	Essence	100,565
4	Ladies' Home Journal	48,156
5	Working Mother	32,202
6	Parents	30,913
7	Better Homes and Gardens	11,111
8	Creative Ideas f. Living	8,933
9	McCall's	4,732
10	American Baby	−1,074
11	Crafts Magazine	−3,543
12	Workbasket	−35,056
13	Good Housekeeping	−60,401
14	Family Circle	−283,503
15	Woman's Day	−309,339
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	−137,150

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Good Housekeeping	316
2	Ladies' Home Journal	207
3	Better Homes and Gardens	204
4	Family Circle	196
5	Redbook	194
6	McCall's	176
7	Parents	173
8	Woman's Day	164
9	New Woman	147
10	Essence	145
11	Working Mother	136
12	McCall's Ndlwrk. & Crafts	126
13	Creative Ideas f. Living	107
14	Crafts Magazine	105
15	American Baby	101
16	Workbasket	80
17	Woman's World	56

▶

ne = not estimated

MAGAZINE PROFILES

Creative Ideas for Living

Southern Living Inc.
820 Shades Creek Pkwy.
P.O. Box 2522
Birmingham, AL 35201
(205) 877-6470
Year founded: 1969
Published: Monthly

44

Editorial Description: Creative Ideas for Living is designed to fit the active lifestyle of today's busy woman. Each month, the magazine features articles ranging from food and entertaining, to decorating, family activities, gift ideas, and creative projects. All feature the positive—the happy side of life. And all ideas are quick and easy—designed for the working Mom who wants her family to feel special. Standing columns include "A Life in Crafts . . . Creative Lifestyle . . . Ideas, Ideas, Ideas, Ideas . . . Worth a Try . . . Hotline . . . and Craft Library." More than 4.5 million readers—775,000 total circulation—turn to Creative Ideas for Living each month.

Member: ABC
Primary SRDS Classification No. C-11

ESSENCE

ESSENCE Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Editorial Description: ESSENCE is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, ESSENCE's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Primary SRDS Classification No. C-49

Family Circle

The Family Circle, Inc.
488 Madison Avenue
New York, NY 10022
(212) 593-8000
Year founded: 1932
Published: 17x per year

Editorial Description: Family Circle is primarily a service magazine covering major areas of interest to women, such as food, home, decorating, good looks, health, child care, money management, family relationships, crafts, travel and careers. It provides ideas and information in these areas with the aim of being useful and instructive.

Member: ABC
Primary SRDS Classification No. C-49

Good Housekeeping

Hearst Magazines
959 Eighth Avenue
New York, NY 10019
(212) 262-5700
Year founded: 1885
Published: Monthly

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Member: ABC
Primary SRDS Classification No. C-49

Ladies' Home Journal

Meredith Corporation
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1883
Published: Monthly

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multifaceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, child care, as well as articles, fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "A Woman Today," "Medinews," and "Money News."

Member: ABC

Primary SRDS Classification No. C-49

McCall's

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1876
Published: Monthly

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life—from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities in the news.

Member: ABC

Primary SRDS Classification No. C-49

McCall's Needlework & Crafts

ABC Needlework and Crafts Magazine, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 246-4000
Year founded: 1935
Published: Bimonthly

Editorial Description: McCall's Needlework & Crafts is designed for the active woman who wants to create beautiful things to wear and to ▶

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	Family Circle	244,482
2	Good Housekeeping	226,282
3	Better Homes and Gardens	205,548
4	Woman's Day	198,073
5	McCall's	159,545
6	Ladies' Home Journal	150,858
7	Redbook	98,993
8	Parents	59,735
9	Woman's World	48,725
10	New Woman	31,163
11	Essence	25,078
12	Working Mother	19,989
13	Creative Ideas f. Living	13,716
14	American Baby	12,446
15	McCall's Ndlwrk. & Crafts	10,934
16	Workbasket	10,911
17	Crafts Magazine	10,827
	Total	**1,527,305**

% Chg. Total Revenue

1985 vs. 1984

		%
1	New Woman	22.8
2	Essence	16.7
3	Working Mother	15.2
4	American Baby	14.8
5	Parents	14.7
6	McCall's	12.1
7	Ladies' Home Journal	10.4
8	Family Circle	10.1
9	Creative Ideas f. Living	7.5
10	Crafts Magazine	7.0
11	Redbook	6.8
12	Good Housekeeping	2.0
13	Better Homes and Gardens	0.3
14	Woman's Day	−0.2
15	Workbasket	−3.3
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Subscription Revenue

		$000
1	Better Homes and Gardens	71,538
2	McCall's	66,210
3	Ladies' Home Journal	56,054
4	Good Housekeeping	42,141
5	Redbook	28,604
6	Parents	19,442
7	Workbasket	7,996
8	Creative Ideas f. Living	6,902
9	New Woman	6,825
10	Working Mother	6,369
11	Essence	6,008
12	Family Circle	5,257
13	McCall's Ndlwrk. & Crafts	5,198
14	Crafts Magazine	4,782
15	American Baby	1,320
16	Woman's Day	949
17	Woman's World	0
	Total	**335,595**

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	Family Circle	70.0
2	Essence	34.0
3	New Woman	30.7
4	American Baby	28.5
5	McCall's	26.6
6	Ladies' Home Journal	7.6
7	Working Mother	7.1
8	Woman's Day	4.7
9	Creative Ideas f. Living	4.1
10	Crafts Magazine	3.7
11	Better Homes and Gardens	3.6
12	Redbook	3.3
13	Parents	1.5
14	Workbasket	−6.3
15	Good Housekeeping	−7.3
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne

Avg. Subscription Circ.

1	Better Homes and Gardens	7,460,602
2	McCall's	5,578,791
3	Ladies' Home Journal	4,149,511
4	Redbook	3,415,542
5	Good Housekeeping	3,395,315
6	Workbasket	1,718,655
7	Parents	1,620,153
8	Creative Ideas f. Living	715,781
9	Essence	594,706
10	Working Mother	536,646
11	New Woman	536,069
12	McCall's Ndlwrk. & Crafts	477,123
13	Family Circle	363,212
14	Crafts Magazine	350,287
15	American Baby	151,890
16	Woman's Day	62,760
17	Woman's World	0
	Total	**31,127,043**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Family Circle	60.2
2	New Woman	39.4
3	American Baby	31.3
4	Essence	21.1
5	Working Mother	7.0
6	Redbook	3.0
7	Creative Ideas f. Living	1.8
8	Parents	1.5
9	Ladies' Home Journal	1.4
10	McCall's	1.3
11	Crafts Magazine	1.2
12	Good Housekeeping	−0.3
13	Better Homes and Gardens	−0.4
14	Workbasket	−2.1
15	Woman's Day	−9.4
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	New Woman	151,465
2	Family Circle	136,428
3	Essence	103,482
4	Redbook	100,809
5	McCall's	71,950
6	Ladies' Home Journal	57,201
7	American Baby	36,225
8	Working Mother	35,107
9	Parents	24,665
10	Creative Ideas f. Living	12,986
11	Crafts Magazine	4,313
12	Woman's Day	−6,486
13	Good Housekeeping	−9,176
14	Better Homes and Gardens	−28,184
15	Workbasket	−35,981
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne
	Total	**654,804**

Newsstand Revenue

		$000
1	Family Circle	93,438
2	Woman's Day	89,778
3	Woman's World	48,499
4	Good Housekeeping	41,765
5	Ladies' Home Journal	17,786
6	New Woman	14,291
7	Redbook	13,210
8	McCall's	12,486
9	Better Homes and Gardens	10,748
10	Essence	3,713
11	McCall's Ndlwrk. & Crafts	3,542
12	Crafts Magazine	3,432
13	Parents	2,291
14	Creative Ideas f. Living	715
15	Working Mother	317
16	Workbasket	304
17	American Baby	0
	Total	**356,315** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

decorate the home. Each issue emphasizes leisure time activities: fashions to knit and crochet, decorating ideas, bazaar items, gift ideas, and creative cooking. A wide variety of needlework and craft techniques is represented, including: embroidery; needlepoint; stenciling; rugmaking; quilting; macrame; cross-stitch; batik; woodworking; decoupage. How-tos and patterns are given for making each item shown. Regular features include basic needlework techniques and a shop-by-mail section.

Member: ABC

Primary SRDS Classification No. C-14

New Woman

Murdoch Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1970
Published: Monthly

Editorial Description: New Woman is a magazine for the thinking woman interested in improving the quality of her life. Edited to give guidance, information, a new image and a new way, it encourages self-help and the realization of individual potential. Regular features include articles on relationships, emotional well-being, finances, business, beauty, fashion, fitness and health.

Member: ABC

Primary SRDS Classification No.: C-49

Parents

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1926
Published: Monthly

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Food, Home, Beauty, Family Finance, Fashion, As They Grow (Eight part feature on Pregnancy and Birth, Child Development), Love and Marriage, Almanac, The Healthy Parent, Education, About Fathers, How To, Pet Set.

Member: ABC

Primary SRDS Classification No. C-49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. C-49

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Avg. Newsstand Circ.

1	Family Circle	6,317,651
2	Woman's Day	6,304,627
3	Good Housekeeping	1,784,827
4	Woman's World	1,326,202
5	Ladies' Home Journal	988,090
6	Redbook	733,891
7	McCall's	693,651
8	New Woman	620,276
9	Better Homes and Gardens	581,628
10	McCall's Ndlwrk. & Crafts	236,143
11	Essence	206,255
12	Crafts Magazine	144,426
13	Parents	97,899
14	Creative Ideas f. Living	30,543
15	Workbasket	30,350
16	Working Mother	13,565
17	American Baby	0
	Total	20,110,024

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Redbook	11.2
2	Better Homes and Gardens	7.2
3	Parents	6.8
4	Workbasket	3.1
5	Ladies' Home Journal	−0.9
6	New Woman	−1.2
7	Essence	−1.4
8	Good Housekeeping	−2.8
9	Woman's Day	−4.6
10	Crafts Magazine	−5.2
11	Family Circle	−6.2
12	McCall's	−8.8
13	Creative Ideas f. Living	−11.7
14	Working Mother	−17.6
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Redbook	74,154
2	Better Homes and Gardens	39,294
3	Parents	6,248
4	Workbasket	925
5	Working Mother	−2,906
6	Essence	−2,917
7	Creative Ideas f. Living	−4,053
8	New Woman	−7,275
9	Crafts Magazine	−7,856
10	Ladies' Home Journal	−9,046
11	Good Housekeeping	−51,226
12	McCall's	−67,218
13	Woman's Day	−302,853
14	Family Circle	−419,931
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	−754,660

% Chg. News. Revenue

1985 vs. 1984		%
1	Parents	20.4
2	Redbook	11.2
3	Better Homes and Gardens	10.1
4	New Woman	8.4
5	Family Circle	5.9
6	Crafts Magazine	4.9
7	Workbasket	3.2
8	Woman's Day	2.9
9	Essence	2.7
10	Ladies' Home Journal	−0.9
11	Creative Ideas f. Living	−1.7
12	Good Housekeeping	−2.8
13	McCall's	−8.8
14	Working Mother	−17.6
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Woman's Day

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1937
Published: 16x per year

Editorial Description: Woman's Day is written and edited for the contemporary woman. The magazine's editorial centers around the traditional values of Home, Family, Children, Food, Health and Nutrition. How-to Beauty, Fashion and Fitness features are also part of our basic service mix. Special attention is paid to the interests of the working woman with articles focusing on Careers, Money Management, Law, Computer Technology and Relationships.

Member: ABC

Primary SRDS Classification No. C-49

Woman's World

Heinrich Bauer North America
177 North Dean Street
P.O. Box 6700
Englewood, NJ 07631
(203) 569-0006
Year founded: 1981
Published: Monthly

Editorial Description: Woman's World is a women's service and entertainment magazine. It focuses on the needs and interests of today's busy woman, both on a personal level and as they relate to her family. Regular service features include: Food, Affordable Fashion, Medical Advice, Beauty Tips, Needlework and Crafts, Dollar Saving Ideas, Home Decorating, Advice on Money, Marriage and Careers. Stories from real life and fiction such as mysteries and romances provide light reading. Travel, Humor, Horoscope and Celebrity Gossip.

Member: ABC

Primary SRDS Classification No. C-49

THE WORKBASKET
and Home Arts Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1935
Published: 10x per year

Editorial Description: THE WORKBASKET editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas, and general homemaker interests.

Member: ABC

Primary SRDS Classification No. C-49

Working Mother

The McCall's Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1978
Published: Monthly

Editorial Description: Working Mother is edited for the woman who packs the many challenges of a family, home and career into her life. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1986 three new regular features, Travelers Advisory, Video Review and Microwave Magic were added to existing favorites The Healthy Child, Take Care of Yourself, Work World, Smart Money, The Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. C-49

Figures are Folio estimates for the calendar year 1985.

YOUTH & TEEN

Ad Pages

1	Seventeen	1,438
2	Circus Magazine	605
3	'Teen	580
4	YM	383
5	Boys' Life	215
6	Sesame Street	6
7	Highlights for Children	0
8	Natl. Geographic World	0
	Total	**3,227**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Circus Magazine	25.8
2	Boys' Life	4.0
3	YM	−0.8
4	Seventeen	−3.9
5	'Teen	−6.5
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Sesame Street	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Circus Magazine	124
2	Boys' Life	8
3	Sesame Street	6
4	YM	−3
5	'Teen	−41
6	Seventeen	−58
7	Highlights for Children	n/a
8	Natl. Geographic World	n/a
	Total	**36**

Avg. Ad Pages/Copy

1	Seventeen	120
2	Circus Magazine	50
3	'Teen	48
4	YM	38
5	Boys' Life	18
6	Sesame Street	ne
7	Highlights for Children	0
8	Natl. Geographic World	0

Ad Revenue

		$000
1	Seventeen	34,146
2	'Teen	8,712
3	YM	4,757
4	Boys' Life	2,812
5	Circus Magazine	2,608
6	Sesame Street	180
7	Natl. Geographic World	0
8	Highlights for Children	0
	Total	**53,215**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Circus Magazine	50.5
2	YM	7.3
3	Seventeen	5.9
4	Boys' Life	0.1
5	'Teen	−1.2
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Sesame Street	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Seventeen	1,889
2	Circus Magazine	875
3	YM	325
4	Sesame Street	180
5	Boys' Life	4
6	'Teen	−103
7	Natl. Geographic World	n/a
8	Highlights for Children	n/a
	Total	**3,170**

Avg. Edit. Pages/Copy

1	Seventeen	92
2	Circus Magazine	72
3	'Teen	62
4	Boys' Life	55
5	YM	49
6	Highlights for Children	43
7	Sesame Street	39
8	Natl. Geographic World	35

Average Circulation

1	Highlights for Children	1,751,000
2	Seventeen	1,744,068
3	Boys' Life	1,431,106
4	Natl. Geographic World	1,318,402
5	Sesame Street	1,179,647
6	'Teen	1,039,437
7	YM	781,672
8	Circus Magazine	392,740
	Total	**9,638,072**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Sesame Street	11.6
2	Highlights for Children	8.5
3	'Teen	3.7
4	Seventeen	1.4
5	YM	−1.8
6	Natl. Geographic World	−2.0
7	Boys' Life	−2.2
8	Circus Magazine	−12.7

Net Chg. Avg. Circ.

1985 vs. 1984

1	Highlights for Children	137,500
2	Sesame Street	122,565
3	'Teen	37,461
4	Seventeen	24,159
5	YM	−14,659
6	Natl. Geographic World	−26,937
7	Boys' Life	−31,941
8	Circus Magazine	−57,075
	Total	**191,073**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Seventeen	212
2	Circus Magazine	122
3	'Teen	110
4	YM	87
5	Boys' Life	73
6	Highlights for Children	43
7	Sesame Street	40
8	Natl. Geographic World	35

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Boys' Life

Boy Scouts of America, Inc.
1325 Walnut Hill Lane
Irving, TX 75038-3096
(214) 659-2000
Year founded: 1911
Published: Monthly

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, home computers and electronic games, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Member: ABC

Primary SRDS Classification No. C-51

Circus Magazine

Circus Enterprises Corporation
419 Park Avenue South
New York, NY 10016
(212) 685-5050
Year founded: 1969
Published: Monthly

Editorial Description: Circus Magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock and roll news, Stage Pass, which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tour, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and playing styles. A consumer's guide to musical instrument products is also included.

Member: ABC

Primary SRDS Classification No. C-33

Highlights for Children

Highlights for Children, Inc.
2300 West Fifth Avenue
P.O. Box 269
Columbus, OH 43272-0002
(614) 486-0631
Year founded: 1946
Published: 11x per year

Editorial Description: Highlights for Children is for children from preschool to preteen. It contains fiction, biography, history, thinking exercises, features on science and nature, poetry, contributions from readers, crafts, jokes and riddles. Its primary focus is summarized in its slogan, "Fun with a Purpose": A positive approach to assisting children's intellectual, emotional and physical development through positive role models, lack of focus on violence, avoidance of sexism, racism or ageism, positive interaction and generally worthy ways of life.

National Geographic World

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1975
Published: Monthly

Editorial Description: National Geographic World is a strongly visual magazine, directed to children ages eight through 13. All stories must have a visual story line. No unillustrated stories are used. The subject matter is factual: animals, conservation, science, technology, geography, history, sports, outdoor adventure, and children's activities. Includes humor, shorts, and games.

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, NY 10023
(212) 595-3456
Year founded: 1971

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Figures are Folio estimates for the calendar year 1985.

YOUTH & TEEN

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Seventeen	60,286
2	Highlights for Children	30,643
3	'Teen	21,157
4	YM	13,804
5	Natl. Geographic World	13,118
6	Sesame Street	12,149
7	Circus Magazine	11,662
8	Boys' Life	11,573
	Total	**174,392**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Sesame Street	13.9
2	Highlights for Children	8.5
3	Seventeen	4.6
4	Boys' Life	1.6
5	'Teen	0.6
6	YM	0.4
7	Natl. Geographic World	0.4
8	Circus Magazine	−4.1

Subscription Revenue

		$000
1	Highlights for Children	30,643
2	Seventeen	16,838
3	Natl. Geographic World	13,118
4	Sesame Street	8,934
5	Boys' Life	8,761
6	YM	7,969
7	'Teen	7,176
8	Circus Magazine	663
	Total	**94,102**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Circus Magazine	50.1
2	Sesame Street	15.6
3	Highlights for Children	8.5
4	Seventeen	3.6
5	Boys' Life	2.0
6	Natl. Geographic World	0.4
7	YM	−0.6
8	'Teen	−0.6

Avg. Subscription Circ.

1	Highlights for Children	1,751,000
2	Boys' Life	1,431,106
3	Natl. Geographic World	1,318,402
4	Seventeen	1,227,275
5	Sesame Street	926,743
6	'Teen	746,661
7	YM	709,818
8	Circus Magazine	34,179
	Total	**8,145,184**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Circus Magazine	47.8
2	Sesame Street	16.0
3	Highlights for Children	8.5
4	'Teen	3.0
5	Seventeen	1.3
6	YM	0.0
7	Natl. Geographic World	−2.0
8	Boys' Life	−2.2

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Highlights for Children	137,500
2	Sesame Street	127,913
3	'Teen	21,623
4	Seventeen	15,571
5	Circus Magazine	11,054
6	YM	−147
7	Natl. Geographic World	−26,937
8	Boys' Life	−31,941
	Total	**254,636**

Newsstand Revenue

		$000
1	Seventeen	9,302
2	Circus Magazine	8,390
3	'Teen	5,270
4	Sesame Street	3,035
5	YM	1,078
6	Natl. Geographic World	0
7	Highlights for Children	0
8	Boys' Life	0
	Total	**27,075**

Avg. Newsstand Circ.

1	Seventeen	516,793
2	Circus Magazine	358,561
3	'Teen	292,776
4	Sesame Street	252,904
5	YM	71,854
6	Natl. Geographic World	0
7	Highlights for Children	0
8	Boys' Life	0
	Total	**1,492,888**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	'Teen	5.7
2	Seventeen	1.7
3	Sesame Street	−2.1
4	Circus Magazine	−16.0
5	YM	−16.8
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Boys' Life	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	'Teen	15,838
2	Seventeen	8,588
3	Sesame Street	−5,349
4	YM	−14,512
5	Circus Magazine	−68,129
6	Boys' Life	n/a
7	Highlights for Children	n/a
8	Natl. Geographic World	n/a
	Total	**−63,564**

% Chg. News. Revenue

	1985 vs. 1984	%
1	'Teen	5.7
2	Sesame Street	3.1
3	Seventeen	1.7
4	Circus Magazine	−16.0
5	YM	−16.8
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Boys' Life	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Published: 10x-subscription, 12x-newsstand

Editorial Description: Sesame Street Magazine is designed to help three to five year olds make the transition from home to school by teaching basic cognitive skills and affective behavior through the medium of print. The magazine format also provides practice in eye-hand and fine motor coordination skills with features that ask children to draw, write, cut, tape, match and color. The cognitive and affective goals fall into these major categories: the child, the child's social world, the child's physical world, concept development, oral language development, written language, and number concepts.

Member: ABC

Primary SRDS Classification No. C-51

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, NY 10022
(212) 759-8100
Year founded: 1944
Published: Monthly

Editorial Description: Seventeen is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and graphics deal with a wide range of themes: relationships with boys; coping with problems at school; the changing social and sexual realities of today's teens; family life in the eighties, etc. Regular monthly departments highlight beauty, fashion, decorating, and food. Monthly columns include Relating (where reader questions are answered); Sex and Your Body (covering reproductive health issues); You said it! (featuring poetry and short prose written by our readers); Mini Mag (a monthly eight-page section of short news and feature articles); and Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC

Primary SRDS Classification No. C-49

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1957
Published: Monthly

Editorial Description: 'Teen is a publication for active, involved 12- to 19-year-old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people—sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns—"Dear Jill," "Dear Jack," "Dear Doctor," "Dear Beauty Editor"—as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information, 'Teen Tested Topics.

Member: ABC

Primary SRDS Classification No. C-49

YM

(formerly Young Miss)

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1945
Published: 10x per year

Editorial Description: Young Miss offers help and guidance to young girls between the ages of 12 to 17. Its editorial aim is to help the individual realize her own potential in the crucial life-forming teenage years, to open up her mind to the variety of options she has, to help her achieve a sense of self-confidence and self-achievement. Beauty and fashion are vital to the young girl, of course, but Young Miss does not dictate. It helps her choose the beauty and fashion look that best suits her. It explores career and educational opportunities, advises her on how to better get along with her peers and parents. Young Miss is designed to be fun, to be helpful, to be exciting and, above all, to be considered as a trusted friend.

Member: ABC

Primary SRDS Classification No. C-49

Figures are Folio estimates for the calendar year 1985.

Circulation revenue growth outpaces ads

Business publications overview

Revenue is also the name of the game for the 135 FOLIO:400 business magazines. Despite a slight dip in circulation and three fewer business publications among this year's 400, total revenue for the group still grew 1% in 1985 to a record $1.6 billion.

Ad revenue for the group expanded 4% to $1.4 billion. Advertising is the source of 88% of total revenue for the business books, compared to only 54% for the consumer magazines. Ad pages for these 135 magazines were up 1% from 1984.

Although circulation revenue accounts for only 12% of the business magazines' total, it surged ahead 9% to $193 million. Paid subscriptions accounted for nearly all of the total, reaching $189 million and growing 9% versus 1984. Newsstand dollars, only 0.3% of the business magazines total at slightly over $4 million, grew a significant 15%.

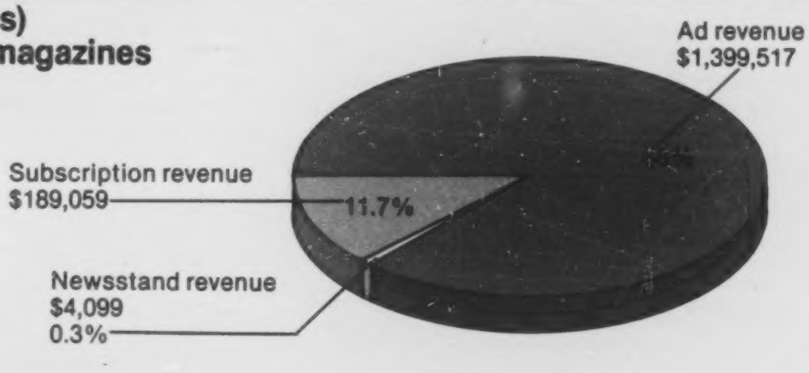
Total average circulation for the 135 FOLIO:400 business magazines dropped 1% versus 1985. A big factor in this decline was a 4% drop in controlled, which accounts for 45% of the total. Subscription circulation, which accounts for 54% of the total, was up 1%, while newsstand circ climbed 21%, paralleling the rise in newsstand revenue.

Great performances

Although we did not see quite the same level of growth among our business magazines as we did for the consumer publications, there were

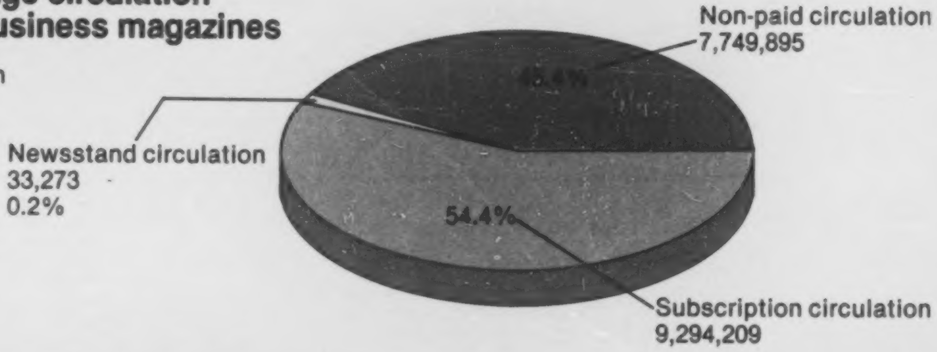
1985 Total revenue ($000s)
135 Folio:400 business magazines

Total revenue
$1,592,675



1985 Total average circulation
135 Folio:400 business magazines

Total avg. circulation
17,077,377



Figures are FOLIO estimates for the calendar year 1985.

many performances of note. Perhaps first and foremost are the top three business magazines among The FOLIO:400. Retaining its title as the richest of these specialized publications is *Computerworld*, whose $54 million earned it a 45th place among The 400. Runner-up *PC Week* is the second largest business book, ranking 62nd with just under $41 million in total revenue. Third among these is *Women's Wear Daily*, placing 67th with $38 million.

Looking at total revenue growth, the leader among our 135 business magazines is *Adweek*, enjoying a 25% boost in 1985 over 1984. Right behind with just under 24% growth is *InformationWeek*. *Electronic Engineering Times* took the bronze medal in this overall measurement with nearly a 23% revenue hike.

Agency and client favorites—Business publications

Modern Salon's 26% rise in ad revenue gave it the fastest growth rate in that measurement. *Adweek* was second, up 25%, and *Chronicle of Higher Education*, also up 25%, was third by a nose. In ad pages, however, it was a different finish, with *InformationWeek* leading the pack, up 24% versus 1984. Finishing second was *Modern Plastics*, up 21% while *Nation's Restaurant News*'s 20% growth earned it the third best ad page performance.

Looking at absolute advertising revenue growth, *Adweek* was again first with $3.8 million more ad revenues than in 1984. Second was *Restaurants & Institutions*' $3.7 million bump. A $3.5 million increase gave *Electronic Engineering Times* the third best net growth among business books. In absolute ad page growth, the *Journal of the AMA* enjoyed the most new business, adding 543 ad pages between its 1985 covers. *Nation's Restaurant News* added 506 ad pages, while *Electronic Engineering Times* rounded out the threesome with a 489 ad-page windfall.

Readers' favorites—Business publications

Enjoying the investment boom, *Institutional Investor* found favor among new readers, pushing its total average circulation up 22% over the 1984 level, the biggest percent increase among all FOLIO:400 business publications. The second largest increase goes to *Restaurant Hospitality*, up just over 21%. Third is *MIS Week*, whose total circulation jumped over 15%.

In terms of subscription growth, it's *National Home Center News* in front, enjoying a whopping 41% increase in 1985. *Adweek*'s 24% hike in subs earned it the second-best growth, and *Modern Healthcare* was third, up 16% from a year ago. Looking at subscription revenue growth, *Modern Healthcare* was on top this time with growth of 73%, while *National Home Center News*'s 69% hike placed it second. Finishing third among all FOLIO:400 business publications was *The Office*, with sub revenues up 28% versus 1984.

From an absolute growth standpoint, the circulation picture looks slightly different. Tops in total average circulation growth is *Real Estate Today*, with just over 49,000 new copies. *Restaurant Hospitality*'s additional 20,000 copies is the second highest for a business publication, and *Institutional Investor*'s 17,000 is third.

Real Estate Today also experienced the largest absolute growth in subscriptions, up over 49,000 copies in 1985. *Journal of the AMA* added over 11,000 copies and *Adweek* sold better than 9,000 more.

1985 performance composite—135 Folio:400 business magazines

		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	1,593 (100)	1,526 (100)	101
	Ad revenue	1,400 (88)	1,349 (88.2)	104
	Subscription revenue	189 (11.7)	173 (11.6)	109
	Newsstand revenue	5 (0.3)	4 (0.2)	115
Ad pages		272,195 (100)	284,627 (100)	101
Circulation (thousands of copies)	Total average circulation	17,077 (100)	17,283 (100)	99
	Total average subscription circ.	9,294 (54.4)	9,163 (53.0)	101
	Total average newsstand circ.	33 (0.2)	28 (0.2)	121
	Total average controlled circ.	7,750 (45.4)	8,092 (46.8)	96

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 BUSINESS MAGAZINES

Total Revenue

Rank 1985	Magazine Name	1985 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '84/'85
1	Computerworld	54,256	−1.9
2	PC Week	40,700	ne
3	Women's Wear Daily	37,734	5.8
4	Restaurants & Insts.	34,182	12.1
5	Avn. Week & Space Tech.	34,151	10.6
6	Farm Journal	32,171	−6.5
7	Advertising Age	30,969	2.9
8	Institutional Investor	27,686	15.1
9	EDN	26,900	4.1
10	Electronic Design	26,000	−6.3
11	New England Jour. of Med.	24,693	2.1
12	Design News	23,053	5.4
13	Electronic News	22,933	−16.5
14	Adweek	21,193	24.9
15	Medical Economics	20,225	−6.0
16	Journal of the AMA	19,947	16.5
17	American Banker	19,828	8.7
18	Datamation	19,699	3.8
19	Electronic Engin. Times	19,000	22.6
20	Progressive Farmer	18,800	6.3
21	Nation's Restaurant News	18,749	19.3
22	Machine Design	17,919	−0.3
23	Successful Farming	17,794	−9.1
24	Daily News Record	16,800	−4.1
25	HFD	16,088	10.8

Advertising Revenue

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Computerworld	49,300	−1.7
2	PC Week	40,700	ne
3	Restaurants & Insts.	34,182	12.1
4	Women's Wear Daily	33,631	4.3
5	Avn. Week & Space Tech.	27,387	11.3
6	EDN	26,900	4.1
7	Advertising Age	26,213	2.4
8	Electronic Design	26,000	−6.3
9	Institutional Investor	25,847	15.2
10	Farm Journal	24,448	−8.1
11	Design News	23,053	5.4
12	Electronic News	20,568	−19.0
13	Datamation	19,699	3.8
14	Medical Economics	19,485	−6.2
15	Electronic Engin. Times	19,000	22.6
16	Adweek	18,823	25.1
17	Journal of the AMA	18,518	17.4
18	Machine Design	17,919	−0.3
19	Nation's Restaurant News	17,405	20.1
20	Daily News Record	15,478	−5.5
21	HFD	15,333	10.9
22	Restaurant Business	14,691	10.4
23	New England Jour. of Med.	14,670	4.8
24	Successful Farming	14,177	−10.6
25	Electronic Buyers' News	14,000	−9.1

Subscription Revenue

Rank 1985	Magazine Name	1985 Subscription Revenue ($000)	% Chg. '84/'85
1	Real Estate Today	13,004	8.0
2	American Banker	10,635	22.3
3	New England Jour. of Med.	10,023	−1.5
4	Farm Journal	7,723	−1.1
5	Nursing85	7,543	−1.1
6	Avn. Week & Space Tech.	6,764	7.7
7	Progressive Farmer	5,160	7.4
8	Journal of Accountancy	5,051	−2.4
9	Computerworld	4,956	−3.5
10	Billboard	4,754	8.1
11	Science	4,672	8.1
12	RN	4,610	−10.0
13	Advertising Age	4,532	9.8
14	Amer. Journal of Nursing	4,336	−1.9
15	Annals of Internal Med.	4,005	−1.6
16	Women's Wear Daily	3,756	18.6
17	Engineering News-Record	3,721	6.1
18	Successful Farming	3,617	−2.8
19	AOPA Pilot	3,158	−1.6
20	Builder	3,151	13.0
21	Instructor	3,142	−4.0
22	Chronicle of Higher Ed.	3,024	6.6
23	Publishers Weekly	2,837	9.7
24	Air Force Magazine	2,830	ne
25	Electronics	2,616	17.9

Advertising Pages

Rank 1985	Magazine Name	1985 Ad Pages	% Chg. '84/'85
1	Travel Agent	6,954	−14.5
2	Women's Wear Daily	6,526	−6.4
3	EDN	5,659	−7.2
4	Electronic Design	5,155	−16.8
5	Computerworld	5,154	−18.8
6	PC Week	5,103	ne
7	Design News	4,968	0.4
8	New England Jour. of Med.	4,507	−5.1
9	Restaurants & Insts.	4,480	2.7
10	Journal of the AMA	4,039	15.5
11	Electronic Buyers' News	3,914	−12.6
12	Telephony	3,865	−7.6
13	Avn. Week & Space Tech.	3,861	5.0
14	Computer Reseller News	3,738	2.2
15	Machine Design	3,737	−6.3
16	Electronic Engin. Times	3,721	15.1
17	HFD	3,604	2.9
18	Advertising Age	3,569	−5.1
19	Broadcasting	3,568	ne
20	Medical Economics	3,397	−14.2
21	Electronic News	3,360	−26.4
22	Oil & Gas Journal	3,323	−14.5
23	Interior Design	3,121	−5.1
24	Nation's Restaurant News	3,027	20.1
25	Restaurant Business	3,020	4.8

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

FOLIO:400/175

TOP 25 BUSINESS MAGAZINES

Net Change in Ad Revenue vs. '84

Rank 1985	Magazine Name	Net Change '84/'85 ($000)	1985 Ad Rev. ($000)
1	Adweek	3,778	18,823
2	Restaurants & Insts.	3,692	34,182
3	Electronic Engin. Times	3,500	19,000
4	Institutional Investor	3,409	25,847
5	Nation's Restaurant News	2,909	17,405
6	Avn. Week & Space Tech.	2,787	27,387
7	Journal of the AMA	2,739	18,518
8	Automotive News	2,382	13,287
9	New Equipment Digest	1,907	12,609
10	Chronicle of Higher Ed.	1,747	8,733
11	InformationWeek	1,600	8,400
12	HFD	1,510	15,333
13	Modern Plastics	1,494	8,049
14	MIS Week	1,460	10,050
15	Modern Salon	1,418	6,910
16	Science	1,409	9,814
17	Data Communications	1,398	8,866
18	Women's Wear Daily	1,392	33,631
19	Restaurant Business	1,381	14,691
20	Mod. Materials Handling	1,345	8,545
21	Postgraduate Medicine	1,230	7,845
22	Professional Builder	1,222	11,507
23	Computer Reseller News	1,200	12,900
24	Design News	1,185	23,053
25	Bakery Prod. & Marketing	1,177	7,423

Net Change in Ad Pages vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Ad Pages
1	Journal of the AMA	543	4,039
2	Nation's Restaurant News	506	3,027
3	Electronic Engin. Times	489	3,721
4	Chronicle of Higher Ed.	360	2,637
5	Automotive News	279	2,664
6	InformationWeek	263	1,355
7	Modern Plastics	262	1,502
8	Mod. Materials Handling	235	1,942
9	Modern Healthcare	214	1,980
10	Successful Meetings	214	1,619
11	Bakery Prod. & Marketing	199	2,454
12	Plastics Technology	187	1,353
13	Avn. Week & Space Tech.	184	3,861
14	Adweek	184	2,481
15	Institutional Distrib.	180	1,701
16	Modern Salon	170	1,131
17	Postgraduate Medicine	168	2,135
18	Discount Store News	161	1,217
19	Chemical Processing	146	1,577
20	Data Communications	141	2,261
21	Restaurant Business	138	3,020
22	Professional Builder	126	1,761
23	Restaurants & Insts.	118	4,480
24	Graphic Arts Monthly	115	2,091
25	HFD	103	3,604

Avg. Editorial Pages per Copy

Rank 1985	Magazine Name	1985 Avg. Edit. Pages/Copy
1	Annals of Internal Med.	200
2	Control Engineering	191
3	Interior Design	153
4	Diversion	147
5	Data Communications	140
6	Amer. Family Physician	139
7	Physician's Management	137
8	Restaurants & Insts.	135
9	Successful Meetings	130
10	Gifts & Decor. Access.	130
11	EDN	128
12	Postgraduate Medicine	119
13	Plastics Technology	111
14	ABA Journal	108
15	Institutional Investor	108
16	Electronic Packaging & Prod.	108
17	Modern Plastics	106
18	Air Force Magazine	106
19	Bldg. Supply Home Centers	104
20	Electronic Design	103
21	Meetings & Conventions	100
22	Design News	99
23	Fleet Owner/Big Fleet	99
24	Computer Reseller News	98
25	American Machinist	97

Average Ad Pages per Copy

Rank 1985	Magazine Name	1985 Avg. Ad Pages/Copy
1	Interior Design	240
2	EDN	202
3	Bakery Prod. & Marketing	189
4	Gifts & Decor. Access.	177
5	Restaurants & Insts.	172
6	Electronic Design	172
7	Design News	171
8	Physician's Management	170
9	Amer. Family Physician	168
10	Restaurant Business	168
11	Data Communications	162
12	Graphic Arts Monthly	161
13	Annals of Internal Med.	155
14	Diversion	149
15	Institutional Investor	149
16	Bldg. Supply Home Centers	146
17	Electronic Packaging & Prod.	144
18	Institutional Distrib.	142
19	MD Magazine	140
20	Successful Meetings	135
21	American Printer	135
22	Postgraduate Medicine	133
23	Medical Economics	131
24	Mod. Materials Handling	129
25	Machine Design	129

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 BUSINESS MAGAZINES

Average Circulation

Rank 1985	Magazine Name	1985 Average Circulation	% Chg. '84/'85
1	Farm Journal	860,968	−7.0
2	Real Estate Today	668,037	8.0
3	Successful Farming	626,251	−5.2
4	Progressive Farmer	553,121	−2.9
5	Nursing85	485,040	−5.1
6	ABA Journal	344,031	1.7
7	Journal of the AMA	338,304	5.1
8	American Medical News	328,547	4.7
9	Amer. Journal of Nursing	300,088	−4.9
10	Journal of Accountancy	277,757	1.7
11	RN	277,526	−15.3
12	AOPA Pilot	263,185	−1.6
13	Instructor	255,556	1.4
14	Air Force Magazine	233,613	ne
15	New England Jour. of Med.	214,629	0.6
16	Industrial Equip. News	207,005	2.3
17	New Equipment Digest	205,054	0.9
18	Med. Asp. of Human Sex.	187,849	1.0
19	Builder	186,915	4.1
20	Hospital Practice	182,465	1.1
21	Diversion	176,251	−0.5
22	Computer Decisions	175,129	4.5
23	Hoard's Dairyman	173,773	−6.5
24	Medical Economics	173,427	0.3
25	Machine Design	171,655	2.9

Net Change in Avg. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Circulation
1	Real Estate Today	49,259	668,037
2	Restaurant Hospitality	19,861	115,059
3	Institutional Investor	16,939	95,130
4	MIS Week	16,603	125,202
5	Journal of the AMA	16,507	338,304
6	Electronic Design	15,398	128,184
7	American Medical News	14,633	328,547
8	Mini-Micro Systems	12,785	134,785
9	Datamation	9,556	158,434
10	Plant Engineering	8,848	113,872
11	Computer Decisions	7,518	175,129
12	Builder	7,400	186,915
13	Computer Design	6,341	98,490
14	Electronic Engin. Times	6,099	109,159
15	Electronic Business	5,897	56,637
16	Sales & Marketing Mgmt.	5,840	47,984
17	Adweek	5,837	60,797
18	Nation's Restaurant News	5,757	79,617
19	ABA Journal	5,656	344,031
20	Architecture	5,452	59,462
21	Office	5,451	159,493
22	Research & Development	5,346	118,438
23	Control Engineering	5,025	92,451
24	American Machinist	4,972	67,458
25	Machine Design	4,818	171,655

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Farm Journal	860,968	−7.0
2	Real Estate Today	666,881	8.0
3	Progressive Farmer	553,121	−2.9
4	Successful Farming	514,203	−6.3
5	Nursing85	485,040	−5.1
6	ABA Journal	317,302	−2.4
7	Amer. Journal of Nursing	300,088	−4.9
8	Journal of Accountancy	277,757	1.7
9	RN	277,526	−15.3
10	AOPA Pilot	263,185	−1.6
11	Instructor	255,556	1.4
12	Journal of the AMA	252,490	4.7
13	American Medical News	231,906	3.9
14	New England Jour. of Med.	213,253	0.6
15	Air Force Magazine	205,329	ne
16	Builder	178,909	5.2
17	Hoard's Dairyman	173,773	−6.5
18	Prairie Farmer	164,254	−10.2
19	Science	155,724	0.9
20	Avn. Week & Space Tech.	141,897	1.2
21	Farmer	135,858	−5.8
22	Computerworld	126,832	1.0
23	Chemical & Engin. News	126,687	−0.2
24	Motor	125,707	0.3
25	Modern Salon	107,547	5.7

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Real Estate Today	49,185	666,881
2	Journal of the AMA	11,306	252,490
3	Adweek	9,111	47,272
4	Builder	8,797	178,909
5	American Medical News	8,730	231,906
6	Nation's Restaurant News	7,206	77,949
7	Modern Salon	5,841	107,547
8	Sales & Marketing Mgmt.	5,840	47,984
9	Architecture	5,770	50,230
10	Journal of Accountancy	4,671	277,757
11	Advertising Age	4,249	85,982
12	Data Communications	3,681	39,683
13	Instructor	3,609	255,556
14	Travel Agent	3,018	33,034
15	Interior Design	2,487	45,225
16	Automotive News	2,125	63,358
17	Business Insurance	1,757	30,833
18	Modern Healthcare	1,753	13,075
19	Avn. Week & Space Tech.	1,750	141,897
20	Electronic Business	1,357	1,357
21	Science	1,355	155,724
22	Women's Wear Daily	1,344	62,743
23	Computerworld	1,314	126,832
24	Daily News Record	1,283	24,034
25	Chronicle of Higher Ed.	1,251	72,194

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '84/'85	Total Rev. ($000)
1	Adweek	24.9	21,193
2	InformationWeek	23.5	8,400
3	Electronic Engin. Times	22.6	19,000
4	Modern Salon	21.7	8,483
5	Modern Healthcare	21.1	8,905
6	Automotive News	21.0	16,084
7	Modern Plastics	20.6	9,492
8	Chronicle of Higher Ed.	19.7	11,757
9	Data Communications	19.5	10,012
10	Nation's Restaurant News	19.3	18,749

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Adweek	24.9	21,193
2	Electronic Engin. Times	22.6	19,000
3	Automotive News	21.0	16,084
4	Chronicle of Higher Ed.	19.7	11,757
5	Data Communications	19.5	10,012
6	Nation's Restaurant News	19.3	18,749
7	New Equipment Digest	17.8	12,609
8	MIS Week	17.0	10,050
9	Journal of the AMA	16.5	19,947
10	Institutional Investor	15.1	27,686

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	InformationWeek	23.5	8,400
2	Modern Salon	21.7	8,483
3	Modern Healthcare	21.1	8,905
4	Modern Plastics	20.6	9,492
5	Bakery Prod. & Marketing	18.8	7,423
6	Mod. Materials Handling	18.7	8,545
7	Postgraduate Medicine	18.6	7,845
8	Discount Store News	17.3	7,825
9	Institutional Distrib.	16.9	7,104
10	Natl. Home Center News	15.9	7,282

Division Three

($10 - $15 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Bldg. Design & Constr.	15.8	6,210
2	Consumer Electr. Monthly	14.4	5,791
3	Motor	14.3	5,879
4	Plastics Technology	13.6	5,750
5	Heavy Duty Trucking	13.0	5,997
6	Pensions & Investment Age	11.8	6,996
7	Architecture	11.6	5,742
8	Chemical Processing	10.6	5,981
9	American Machinist	8.8	6,020
10	Emergency Medicine	8.2	6,045

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Salon	25.8	6,910
2	Adweek	25.1	18,823
3	Chronicle of Higher Ed.	25.0	8,733
4	InformationWeek	23.5	8,400
5	Modern Plastics	22.8	8,049
6	Electronic Engin. Times	22.6	19,000
7	Automotive News	21.8	13,287
8	Nation's Restaurant News	20.1	17,405
9	Motor	19.5	4,371
10	Bakery Prod. & Marketing	18.8	7,423

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Adweek	25.1	18,823
2	Chronicle of Higher Ed.	25.0	8,733
3	Electronic Engin. Times	22.6	19,000
4	Automotive News	21.8	13,287
5	Nation's Restaurant News	20.1	17,405
6	Data Communications	18.7	8,866
7	New Equipment Digest	17.8	12,609
8	Journal of the AMA	17.4	18,518
9	MIS Week	17.0	10,050
10	Science	16.8	9,814

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Salon	25.8	6,910
2	InformationWeek	23.5	8,400
3	Modern Plastics	22.8	8,049
4	Bakery Prod. & Marketing	18.8	7,423
5	Mod. Materials Handling	18.7	8,545
6	Postgraduate Medicine	18.6	7,845
7	Discount Store News	17.6	7,600
8	Institutional Distrib.	16.9	7,104
9	Modern Healthcare	16.8	7,924
10	Graphic Arts Monthly	15.5	8,200

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Motor	19.5	4,371
2	Bldg. Design & Constr.	15.8	6,210
3	Consumer Electr. Monthly	14.4	5,791
4	Plastics Technology	13.6	5,750
5	Heavy Duty Trucking	13.0	5,997
6	Pensions & Investment Age	11.7	6,182
7	Architecture	11.1	4,892
8	Chemical Processing	10.6	5,981
9	American Machinist	8.8	6,020
10	AOPA Pilot	8.4	3,701

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '84/'85	Sub Rev. ($000)
1	Modern Healthcare	73.3	981
2	Natl. Home Center News	69.1	103
3	Office	28.1	133
4	Data Communications	25.7	1,146
5	American Banker	22.3	10,635
6	Adweek	21.8	2,222
7	Women's Wear Daily	18.6	3,756
8	Electronics	17.9	2,816
9	Automotive News	17.0	2,797
10	Hospitals	16.9	265

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Data Communications	25.7	1,146
2	American Banker	22.3	10,635
3	Adweek	21.8	2,222
4	Women's Wear Daily	18.6	3,756
5	Electronics	17.9	2,816
6	Automotive News	17.0	2,797
7	Daily News Record	16.2	1,322
8	Institutional Investor	14.0	1,839
9	Electronic News	13.9	2,365
10	Builder	13.0	3,151

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Modern Healthcare	73.3	981
2	Natl. Home Center News	69.1	103
3	Hospitals	16.9	265
4	Sales & Marketing Mgmt.	14.5	1,716
5	Chemical & Engin. News	9.8	2,787
6	Publishers Weekly	9.7	2,837
7	Hoard's Dairyman	9.5	1,279
8	Modern Plastics	9.4	1,442
9	Chemical Week	9.2	1,540
10	Discount Store News	7.6	225

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Office	28.1	133
2	Architecture	14.6	850
3	Pensions & Investment Age	12.2	814
4	Telephone Eng. & Mgmt.	4.4	387
5	Farmer	2.7	914
6	Chemical Mktg. Reporter	2.2	892
7	High Plains Journal	2.2	1,148
8	Motor	1.4	1,508
9	Gifts & Decor. Access.	1.3	782
10	AOPA Pilot	– 1.6	3,158

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '84/'85	Ad Pages
1	InformationWeek	24.1	1,355
2	Modern Plastics	21.1	1,502
3	Nation's Restaurant News	20.1	3,027
4	Modern Salon	17.7	1,131
5	Plastics Technology	16.0	1,353
6	Chronicle of Higher Ed.	15.8	2,637
7	Journal of the AMA	15.5	4,039
8	Discount Store News	15.2	1,217
9	Successful Meetings	15.2	1,619
10	Electronic Engin. Times	15.1	3,721

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	Nation's Restaurant News	20.1	3,027
2	Chronicle of Higher Ed.	15.8	2,637
3	Journal of the AMA	15.5	4,039
4	Electronic Engin. Times	15.1	3,721
5	Automotive News	11.7	2,664
6	Adweek	8.0	2,481
7	Professional Builder	7.7	1,761
8	New Equipment Digest	6.8	1,095
9	Data Communications	6.7	2,261
10	Science	5.7	1,828

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	InformationWeek	24.1	1,355
2	Modern Plastics	21.1	1,502
3	Modern Salon	17.7	1,131
4	Discount Store News	15.2	1,217
5	Successful Meetings	15.2	1,619
6	Mod. Materials Handling	13.8	1,942
7	Modern Healthcare	12.1	1,980
8	Institutional Distrib.	11.8	1,701
9	Bakery Prod. & Marketing	8.8	2,454
10	Postgraduate Medicine	8.5	2,135

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	Plastics Technology	16.0	1,353
2	Motor	12.8	653
3	Chemical Processing	10.2	1,577
4	Consumer Electr. Monthly	9.0	1,025
5	MD Magazine	4.2	1,682
6	Physician's Management	3.7	2,205
7	Bldg. Supply Home Centers	2.3	1,752
8	American Machinist	2.1	1,439
9	Heavy Duty Trucking	1.9	1,155
10	Bldg. Design & Constr.	1.8	1,174

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Circ.
1	Institutional Investor	21.7	95,130
2	Restaurant Hospitality	20.9	115,059
3	MIS Week	15.3	125,202
4	Sales & Marketing Mgmt.	13.9	47,984
5	Electronic Design	13.7	128,184
6	Travel Agent	12.7	38,526
7	Electronic Business	11.6	56,637
8	Adweek	10.6	60,797
9	Data Communications	10.5	45,362
10	Mini-Micro Systems	10.5	134,785

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Institutional Investor	21.7	95,130
2	MIS Week	15.3	125,202
3	Electronic Design	13.7	128,184
4	Travel Agent	12.7	38,526
5	Adweek	10.6	60,797
6	Data Communications	10.5	45,362
7	Computer Reseller News	9.3	42,514
8	Real Estate Today	8.0	668,037
9	Computer Systems News	7.8	61,856
10	Nation's Restaurant News	7.8	79,617

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Restaurant Hospitality	20.9	115,059
2	Sales & Marketing Mgmt.	13.9	47,984
3	Electronic Business	11.6	56,637
4	Mini-Micro Systems	10.5	134,785
5	Plant Engineering	8.4	113,872
6	Institutional Distrib.	7.6	33,997
7	Computer Design	6.9	98,490
8	Control Engineering	5.7	92,451
9	Research & Development	4.7	118,438
10	Natl. Home Center News	4.2	34,161

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Architecture	10.1	59,462
2	American Machinist	8.0	67,458
3	Pensions & Investment Age	7.2	40,280
4	Telephone Eng. & Mgmt.	7.0	39,100
5	Bldg. Supply Home Centers	4.8	38,022
6	Bldg. Design & Constr.	4.0	70,467
7	Office	3.5	159,493
8	Electronic Packaging & Prod.	3.1	45,692
9	Modern Office Tech.	1.9	153,692
10	Heavy Duty Trucking	1.8	97,086

FASTEST GROWING BUSINESS MAGAZINES BY AVG. SUBSCRIPTION CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Sub. Circ.
1	Natl. Home Center News	40.6	4,312
2	Adweek	23.9	47,272
3	Modern Healthcare	15.5	13,075
4	Sales & Marketing Mgmt.	13.9	47,984
5	Architecture	13.0	50,230
6	Data Communications	10.2	39,683
7	Nation's Restaurant News	10.2	77,949
8	Travel Agent	10.1	33,034
9	Real Estate Today	8.0	666,881
10	Business Insurance	6.0	30,833

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Adweek	23.9	47,272
2	Data Communications	10.2	39,683
3	Nation's Restaurant News	10.2	77,949
4	Travel Agent	10.1	33,034
5	Real Estate Today	8.0	666,881
6	Interior Design	5.8	45,225
7	Daily News Record	5.6	24,034
8	Advertising Age	5.2	85,982
9	Builder	5.2	178,909
10	Journal of the AMA	4.7	252,490

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Natl. Home Center News	40.6	4,312
2	Modern Healthcare	15.5	13,075
3	Sales & Marketing Mgmt.	13.9	47,984
4	Business Insurance	6.0	30,833
5	Modern Salon	5.7	107,547
6	Discount Store News	2.5	22,959
7	Hospitals	2.4	6,632
8	Journal of Accountancy	1.7	277,757
9	Instructor	1.4	255,556
10	EC&M	0.9	77,229

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Architecture	13.0	50,230
2	Telephone Eng. & Mgmt.	4.5	16,144
3	Gifts & Decor. Access.	0.6	32,846
4	High Plains Journal	0.5	56,065
5	Pensions & Investment Age	0.5	12,143
6	Motor	0.3	125,707
7	Chemical Mktg. Reporter	−0.1	15,943
8	AOPA Pilot	−1.6	263,185
9	Office	−4.3	3,330
10	Farmer	−5.8	135,858

Figures are Folio estimates for the calendar year 1985.

APPAREL

Ad Pages

1	Women's Wear Daily	6,526
2	Daily News Record	2,992
	Total	**9,518**

% Chg. Ad Pages

1985 vs. 1984		%
1	Women's Wear Daily	−6.4
2	Daily News Record	−14.2

Net Chg. Ad Pages

1985 vs. 1984		
1	Women's Wear Daily	−446
2	Daily News Record	−495
	Total	**−941**

Avg. Ad Pages/Copy

1	Women's Wear Daily	26
2	Daily News Record	12

Ad Revenue

		$000
1	Women's Wear Daily	33,631
2	Daily News Record	15,478
	Total	**49,109**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Women's Wear Daily	4.3
2	Daily News Record	−5.5

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Women's Wear Daily	1,392
2	Daily News Record	−895
	Total	**497**

Avg. Edit. Pages/Copy

1	Women's Wear Daily	21
2	Daily News Record	13

Average Circulation

1	Women's Wear Daily	64,581
2	Daily News Record	24,034
	Total	**88,615**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Daily News Record	5.6
2	Women's Wear Daily	1.9

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Daily News Record	1,283
2	Women's Wear Daily	1,230
	Total	**2,513**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Women's Wear Daily	47
2	Daily News Record	25

Total Revenue

ad rev. + circ. rev.		$000
1	Women's Wear Daily	37,734
2	Daily News Record	16,800
	Total	**54,534**

% Chg. Total Revenue

1985 vs. 1984		%
1	Women's Wear Daily	5.8
2	Daily News Record	−4.1

Subscription Revenue

		$000
1	Women's Wear Daily	3,756
2	Daily News Record	1,322
	Total	**5,078**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Women's Wear Daily	18.6
2	Daily News Record	16.2

Avg. Subscription Circ.

1	Women's Wear Daily	62,743
2	Daily News Record	24,034
	Total	**86,777**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Daily News Record	5.6
2	Women's Wear Daily	2.2

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Women's Wear Daily	1,344
2	Daily News Record	1,283
	Total	**2,627**

MAGAZINE PROFILES

Daily News Record

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4190
Year founded: 1893
Published: Daily (M-F)

Editorial Description: Daily News Record supplies retail fashion, product, merchandising and marketing news of men's and boys' wear. Coverage starts at the fiber producer level, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing.

Member: ABC
Primary SRDS Classification No. B-31

Women's Wear Daily

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1910
Published: Daily (M-F)

Editorial Description: Women's Wear Daily reports on the business of fashion including women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics, fragrance and retail technology, to keep segments of the fast-changing fashion industry up-to-date. Regional issues, published 5 times a year each for Chicago, Atlanta, Dallas and California as well as WWD Germany twice a year, give coverage of regional shows to retailers who shop these markets.

Member: ABC
Primary SRDS Classification No. B-35A

Figures are FOLIO estimates for the calendar year 1985.

DATA MANAGEMENT

Ad Pages

1	Computerworld	5,154
2	PC Week	5,103
3	Datamation	2,756
4	Computer Systems News	2,368
5	Data Communications	2,261
6	Electronic Business	2,214
7	Computer + Software News	2,177
8	Computer Decisions	1,812
9	Mini-Micro Systems	1,677
10	CommunicationsWeek	1,607
11	Computer Design	1,542
12	MIS Week	1,468
13	Office	1,432
14	PC Tech Journal	1,376
15	InformationWeek	1,355
16	Modern Office Tech.	1,155
	Total	**35,457**

% Chg. Ad Pages

1985 vs. 1984		%
1	InformationWeek	24.1
2	Data Communications	6.7
3	Electronic Business	– 1.7
4	Computer Decisions	– 1.9
5	MIS Week	– 4.0
6	Datamation	– 4.6
7	Modern Office Tech.	– 11.7
8	Office	– 14.8
9	Computerworld	– 18.8
10	Computer Systems News	– 19.0
11	Mini-Micro Systems	– 30.5
12	Computer Design	– 33.6
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	InformationWeek	263
2	Data Communications	141
3	Computer Decisions	– 35
4	Electronic Business	– 38
5	MIS Week	– 61
6	Datamation	– 132
7	Modern Office Tech.	– 153
8	Office	– 249
9	Computer Systems News	– 555
10	Mini-Micro Systems	– 736
11	Computer Design	– 782
12	Computerworld	– 1,196
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	**– 3,533**

Avg. Ad Pages/Copy

1	Data Communications	162
2	Office	119
3	Datamation	115
4	PC Tech Journal	115
5	Mini-Micro Systems	105
6	PC Week	100
7	Electronic Business	96
8	Modern Office Tech.	96
9	Computer Design	91
10	Computerworld	82
11	Computer Decisions	72
12	Computer Systems News	46
13	Computer + Software News	42
14	CommunicationsWeek	33
15	InformationWeek	29
16	MIS Week	29

Ad Revenue

		$000
1	Computerworld	49,300
2	PC Week	40,700
3	Datamation	19,699
4	Computer Decisions	13,366
5	Computer Systems News	12,650
6	MIS Week	10,050
7	Electronic Business	9,951
8	Mini-Micro Systems	9,638
9	CommunicationsWeek	9,271
10	Data Communications	8,866
11	InformationWeek	8,400
12	Computer Design	7,989
13	PC Tech Journal	6,000
14	Computer + Software News	6,000
15	Office	5,900
16	Modern Office Tech.	5,561
	Total	**223,341**

% Chg. Ad Revenue

1985 vs. 1984		%
1	InformationWeek	23.5
2	Data Communications	18.7
3	MIS Week	17.0
4	Electronic Business	12.1
5	Datamation	3.8
6	Computer Decisions	3.1
7	Computerworld	– 1.7
8	Modern Office Tech.	– 2.1
9	Office	– 7.7
10	Computer Systems News	– 11.5
11	Computer Design	– 26.0
12	Mini-Micro Systems	– 27.0
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	InformationWeek	1,600
2	MIS Week	1,460
3	Data Communications	1,398
4	Electronic Business	1,071
5	Datamation	716
6	Computer Decisions	407
7	Modern Office Tech.	– 118
8	Office	– 495
9	Computerworld	– 860
10	Computer Systems News	– 1,650
11	Computer Design	– 2,811
12	Mini-Micro Systems	– 3,562
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	**– 2,844**

Avg. Edit. Pages/Copy

1	Data Communications	140
2	Computer Design	97
3	PC Tech Journal	95
4	Office	91
5	Electronic Business	65
6	Mini-Micro Systems	60
7	Computer Decisions	60
8	Datamation	60
9	PC Week	55
10	Computerworld	42
11	InformationWeek	37
12	MIS Week	29
13	Computer + Software News	27
14	CommunicationsWeek	27
15	Computer Systems News	26
16	Modern Office Tech.	ne

▶

ne = not estimated

MAGAZINE PROFILES

CommunicationsWeek

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1984
Published: Weekly

Editorial Description: CommunicationsWeek covers the broad spectrum of people, products and services that comprise the new communications industry. CommunicationsWeek verifies the integrated activities of data and voice among telephone operating companies, manufacturers, interconnects, sophisticated end users, and common carriers whose concerns have merged to form a single dynamic discipline. CommunicationsWeek is a source of information covering news stories, the breaking news of the communications industry from the business-oriented viewpoint. CommunicationsWeek also has a wide variety of stories that provide a perspective on the events, issues and trends shaping the industry.

Member: BPA

Primary SRDS Classification No. B-142

Computer + Software News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1983
Published: Weekly

Editorial Description: Computer + Software News is edited for retailers, dealers, value added resellers, consultants, system houses, distributors and marketers in the microcomputer marketplace, and includes news and feature articles on important events, issues and personalities in the industry. Departments include best-selling software and accessories, computer company stock analyses, new products, product support programs market research and others. The editorial emphasis is placed on weekly development, events, issues and people having impact on the marketing of personal computers for business and home applications.

Member: BPA

Primary SRDS Classification No. B-5A

Computer Decisions

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1969
Published: Biweekly

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news and new developments in Information Systems/EDP products, services, and software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Member: BPA

Primary SRDS Classification No. B-5A

Figures are Folio estimates for the calendar year 1985.

DATA MANAGEMENT

Continued

Average Circulation

1	Computer Decisions	175,129
2	Office	159,493
3	Datamation	158,434
4	Modern Office Tech.	153,692
5	Mini-Micro Systems	134,785
6	Computerworld	126,832
7	MIS Week	125,202
8	PC Week	104,635
9	InformationWeek	100,177
10	Computer Design	98,490
11	PC Tech Journal	89,761
12	Computer Systems News	61,856
13	CommunicationsWeek	57,671
14	Electronic Business	56,637
15	Data Communications	45,362
16	Computer + Software News	40,378
	Total	1,688,534

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	MIS Week	15.3
2	Electronic Business	11.6
3	Data Communications	10.5
4	Mini-Micro Systems	10.5
5	Computer Systems News	7.8
6	Computer Design	6.9
7	Datamation	6.4
8	Computer Decisions	4.5
9	Office	3.5
10	Modern Office Tech.	1.9
11	Computerworld	1.0
12	InformationWeek	0.2
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	MIS Week	16,603
2	Mini-Micro Systems	12,785
3	Datamation	9,556
4	Computer Decisions	7,518
5	Computer Design	6,341
6	Electronic Business	5,897
7	Office	5,451
8	Computer Systems News	4,496
9	Data Communications	4,316
10	Modern Office Tech.	2,871
11	Computerworld	1,314
12	InformationWeek	152
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	77,300

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Data Communications	302
2	Office	210
3	PC Tech Journal	210
4	Computer Design	188
5	Datamation	175
6	Mini-Micro Systems	165
7	Electronic Business	161
8	PC Week	156
9	Computer Decisions	132
10	Computerworld	124
11	Computer Systems News	73
12	Computer + Software News	69
13	InformationWeek	66
14	CommunicationsWeek	60
15	MIS Week	58
16	Modern Office Tech.	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Computerworld	54,256
2	PC Week	40,700
3	Datamation	19,699
4	Computer Decisions	13,366
5	Computer Systems News	12,650
6	MIS Week	10,050
7	Data Communications	10,012
8	Electronic Business	10,005
9	Mini-Micro Systems	9,638
10	CommunicationsWeek	9,271
11	PC Tech Journal	8,413
12	InformationWeek	8,400
13	Computer Design	7,989
14	Office	6,033
15	Computer + Software News	6,000
16	Modern Office Tech.	5,561
	Total	232,043

% Chg. Total Revenue

	1985 vs. 1984	%
1	InformationWeek	23.5
2	Data Communications	19.5
3	MIS Week	17.0
4	Electronic Business	12.7
5	Datamation	3.8
6	Computer Decisions	3.1
7	Computerworld	−1.9
8	Modern Office Tech.	−2.1
9	Office	−7.2
10	Computer Systems News	−11.5
11	Computer Design	−26.0
12	Mini-Micro Systems	−27.0
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Subscription Revenue

		$000
1	Computerworld	4,956
2	PC Tech Journal	2,127
3	Data Communications	1,146
4	Office	133
5	Electronic Business	54
6	Modern Office Tech.	0
7	Computer Systems News	0
8	Computer Design	0
9	InformationWeek	0
10	CommunicationsWeek	0
11	Computer + Software News	0
12	Mini-Micro Systems	0
13	Computer Decisions	0
14	Datamation	0
15	MIS Week	0
16	PC Week	0
	Total	8,416

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Office	28.1
2	Data Communications	25.7
3	Computerworld	−3.5
4	Modern Office Tech.	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer + Software News	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 17x per year

Editorial Description: Computer Design is edited for senior engineers and engineering managers responsible for the design and integration of computer systems and subsystems. It provides this audience of systems designers with a primary continuing source of new design ideas and information on computer technology. Editorial concentration is on the technology trends and developments of computer systes, CPUs, peripherals, components and related software. Emphasis is placed on future technology and emerging trends rather than on mature products and textbook theory.

Member: BPA

Primary SRDS Classification No. B-5A

Computer Systems News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1978
Published: Weekly

Editorial Description: Computer Systems News is published for management and decision-level technical executives in original equipment manufacturing companies (OEMs), Value-Added Resellers (VARs), distributors and systems-building computer companies. Editorial covers all aspects of the computer industry; news, trends, new products, people, business events, job opportunities, stock performance, product/technology update. Special issue subjects include trade shows, CSN Supplements include Perspective, VARBUSINESS.

Member: BPA

Primary SRDS Classification No. B-5A

Computerworld

CW Communications, Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Editorial Description: Computerworld covers planning, design, purchasing, implementation and management of computer of all sizes and computer-related technoloy in Management Information Systems (MIS) and Data Processing (DP) in organizations which have a professional MIS/DP staff. Editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Weekly Executive Reports, Product Spotlights and In-Depth Reports on current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. B-5A

(Continued on page 155)

Figures are Folio estimates for the calendar year 1985.

DATA MANAGEMENT

Continued

Avg. Subscription Circ.

1	Computerworld	126,832
2	PC Tech Journal	83,738
3	Data Communications	39,683
4	Office	3,330
5	Electronic Business	1,357
6	Modern Office Tech.	0
7	Computer Systems News	0
8	Computer Design	0
9	InformationWeek	0
10	CommunicationsWeek	0
11	Computer + Software News	0
12	Mini-Micro Systems	0
13	Computer Decisions	0
14	Datamation	0
15	MIS Week	0
16	PC Week	0
	Total	254,940

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Data Communications	10.2
2	Computerworld	1.0
3	Office	−4.3
4	Modern Office Tech.	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer + Software News	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Data Communications	3,681
2	Electronic Business	1,357
3	Computerworld	1,314
4	Office	−148
5	Modern Office Tech.	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Computer + Software News	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer Design	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne
	Total	6,204

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Data Communications

McGraw-Hill Information Systems Company—Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. B-5A

Datamation

Technical Publishing Company
875 Third Avenue
New York, NY 10022
(212) 605-9400
Year founded: 1957
Published: Semimonthly

Editorial Description: Datamation offers technical, semi-technical and general articles and news stories covering information processing industry topics. Types of articles include tutorials, surveys, "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques, and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Coverage is also given to major conferences in the information processing industry.

Member: BPA

Primary SRDS Classification No. B-5A

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Editorial Description: Electronic Business is edited for the management team in electronics, computer and systems companies. Corporate strategies, Markets, Financial Activity, Business Trends, Management, New Technology, Productivity & Manufacturing and Forecasts are regularly featured in each issue. "Special Reports" focus on significant industry trends and developments. Special sections include the "Electronic Business 200," a financial analysis and ranking of the leading electronics and computer companies and the "Electronics factory of the future" series.

Member: BPA
Primary SRDS Classification No. B-40

InformationWEEK

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1979
Published: Weekly

Editorial Description: InformationWEEK is a news magazine written and edited for information systems management in large organizations: the Fortune 1000 and America's largest utilities, government agencies, service firms and financial institutions. InformationWEEK focuses on news, but also provides feature-length articles on management strategies, information management issues and product comparisons.

Member: BPA
Primary SRDS Classification No. B-5A

Mini-Micro Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1968
Published: Monthly

Editorial Description: Mini-Micro Systems is edited for value-added OEM's, value-added resellers and value-added users who are responsible for integrating, configuring and implementing hardware and software into mini-micro computer systems. Editorial coverage includes applications for minicomputers, microcomputers, memory systems, peripheral equipment, data communications, software, local area networks, and other mini-micro products.

Member: BPA
Primary SRDS Classification No. B-5A

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance. Additionally MIS Week provides its readers with 24 special editorial features per year on such topics as systems and applications software, data communications, telecommunications products and systems, networking, office systems and a broad array of micro computing hardware and software.

Member: BPA
Primary SRDS Classification No. B-5A

Modern Office Technology

Penton Publishing Company
Pittway Corp.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000

(Continued on page 155)

MAGAZINE INDEX

A +, The Independent Guide for Apple Computing, Ziff-Davis Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 243
Newcomer
Market: Computing (24)

ABA Journal, The Lawyers Magazine, American Bar Association
1985 Frequency: 12x
Folio:400 Rank: 333
14th by Avg. Edit. Pages/Copy (47)
6th by Average Circulation (48)
6th by Average Sub. Circ. (48)
19th by Net Chg. Avg. Circ. (48)

Adventure Road, Citicorp Publishing
1985 Frequency: 6x
Folio:400 Rank: 396
Newcomer
Market: Affluence 1 (15)
Market: Travel (40)

Advertising Age, Crain's International Newspaper of Marketing, Crain Communications Inc.
1985 Frequency: 102x
Folio:400 Rank: 84
7th by Total Revenue (46)
7th by Ad Revenue (46)
13th by Sub.Revenue (46)
18th by Ad Pages (46)
11th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

ADWEEK, A/S/M Communications
1985 Frequency: 64x
Folio:400 Rank: 116
14th by Total Revenue (46)
16th by Ad Revenue (46)
1st by Net Chg. Ad Revenue (47)
14th by Net Chg. Ad Pages (47)
17th by Net Chg. Avg. Circ. (48)
3rd by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Air Force Magazine, Air Force Association
1985 Frequency: 12x
Folio:400 Rank: 362
Newcomer
24th by Sub. Revenue (46)
18th by Avg. Edit. Pages/Copy (47)
14th by Average Circulation (48)
15th by Average Sub. Circ. (48)

Air Force Times, Army Times Publishing Company
1985 Frequency: 52x
Folio:400 Rank: 191
23rd by Net Chg. Ad Pages (2)

AJN, see American Journal of Nursing

American Artist, Billboard Pubs., Inc.
1985 Frequency: 12x
Folio:400 Rank: 385
Fastest Growing: Total Revenue (6)

American Baby, Cahners Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 207
Fastest Growing: Total Revenue (6)
Fastest Growing: Sub. Circ. (12)
Market: Women's Lifestyles (43)
Market: Women's Service (44)

American Banker, American Banker Inc.
1985 Frequency: 255x
Folio:400 Rank: 127
17th by Total Revenue (46)
2nd by Sub. Revenue (46)
Fastest Growing: Sub. Revenue (51)

American Bar Association Journal, see ABA Journal

American Family Physician, American Academy of Family Physicians
1985 Frequency: 12x
Folio:400 Rank: 332
9th by Avg. Ad Pages/Copy (47)
6th by Avg. Edit. Pages/Copy (47)

American Health, Fitness of Body and Mind, American Health Partners
1985 Frequency: 10x
Folio:400 Rank: 141
4th by Net Chg. Ad Pages (2)
23rd by Net Chg. Avg. Circ. (3)
21st by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Health & Fitness (26)
Market: Lifestyles (30)

American Hunter, National Rifle Association of America
1985 Frequency: 12x
Folio:400 Rank: 138
Newcomer
Market: Outdoor (35)

American Journal of Nursing—AJN, American Journal of Nursing Co.
1985 Frequency: 12x
Folio:400 Rank: 311
14th by Sub. Revenue (46)
9th by Average Circulation (48)
7th by Average Sub. Circ. (48)

American Legion, The, The American Legion
1985 Frequency: 12x
Folio:400 Rank: 254
16th by Average Sub. Circ. (4)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)

American Machinist, McGraw-Hill Publications Company
1985 Frequency: 12x
Folio:400 Rank: 358
25th by Avg. Edit. Pages/Copy (47)
24th by Net Chg. Avg. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)

American Medical News, American Medical Association
1985 Frequency: 48x
Folio:400 Rank: 213
8th by Average Circulation (48)
13th by Average Sub. Circ. (48)
7th by Net Chg. Avg. Circ. (48)
5th by Net Chg. Avg. Sub. Circ. (48)

American Photographer, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 253

American Printer, Maclean Hunter Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 355
Newcomer
21st by Avg. Ad Pages/Copy (47)

American Rifleman, National Rifle Association of America
1985 Frequency: 12x
Folio:400 Rank: 133
Newcomer
Market: Outdoor (35)

Americana, Americana Magazine, Inc.
1985 Frequency: 6x
Folio:400 Rank: 376
Fastest Growing: Total Revenue (6)
Market: Home (27)
Market: Lifestyles (30)

AmericanWay, AA Magazine Publications
1985 Frequency: 26x
Folio:400 Rank: 231
2nd by Net Chg. Ad Pages (2)
Fastest Growing: Ad Pages (10)
Market: Affluence 3 (17)
Market: Inflight (29)

Annals of Internal Medicine, American College of Physicians
1985 Frequency: 12x
Folio:400 Rank: 285
15th by Sub.Revenue (46)
13th by Avg. Ad Pages/Copy (47)
1st by Avg. Edit. Pages/Copy (47)

AOPA Pilot, Aircraft Owners & Pilots Association
1985 Frequency: 12x
Folio:400 Rank: 341
19th by Sub. Revenue (46)
12th by Average Circulation (48)
10th by Average Sub. Circ. (48)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Architectural Digest, Knapp Communications Corporation
1985 Frequency: 12x
Folio:400 Rank: 48
25th by Total Revenue (Monthlies) (5)
Market: Affluence 2 (16)
Market: Home (27)

Architectural Record, McGraw-Hill Information Systems Company
1985 Frequency: 14x
Folio:400 Rank: 189

ARCHITECTURE, Hanley-Wood, Inc.
1985 Frequency: 12x
Folio:400 Rank: 371
20th by Net Chg. Avg. Circ. (48)
9th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Arizona Highways, State of Arizona, Department of Transportation
1985 Frequency: 12x
Folio:400 Rank: 379
Market: City & Regional (22)

Army Times, Army Times Publishing Company
1985 Frequency: 52x
Folio:400 Rank: 159
10th by Net Chg. Ad Pages (2)

Atlantic, The, The Atlantic Monthly Co.
1985 Frequency: 12x
Folio:400 Rank: 217
Market: General Interest (25)

Audio, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 234
25th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Home Entertainment (28)

Audubon, The National Audubon Society
1985 Frequency: 6x
Folio:400 Rank: 304
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Science & Nature (37)

Automotive News, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 155
8th by Net Chg. Ad Revenue (47)
5th by Net Chg. Ad Pages (47)
16th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)

AutoWeek, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 256
20th by Net Chg. Ad Pages (2)
Fastest Growing: Avg. Circ. (11)
Market: Automotive (18)

Aviation Week & Space Technology, McGraw-Hill Publications Company
1985 Frequency: 52x
Folio:400 Rank: 76
5th by Total Revenue (46)
5th by Ad Revenue (46)
6th by Sub.Revenue (46)
13th by Ad Pages (46)
6th by Net Chg. Ad Revenue (47)
13th by Net Chg. Ad Pages (47)
20th by Average Sub. Circ. (48)
19th by Net Chg. Avg. Sub. Circ. (48) ▶

(Numbers in parentheses refer to section numbers)

MAGAZINE INDEX

Bakery Production & Marketing, Gorman Publishing Company
1985 Frequency: 13x
Folio:400 Rank: 320
25th by Net Chg. Ad Revenue (47)
11th by Net Chg. Ad Pages (47)
3rd by Avg. Ad Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Barron's, National Business And Financial Weekly, Dow Jones & Co.
1985 Frequency: 52x
Folio:400 Rank: 64
20th by Ad Pages (2)
Market: Business & Financial (21)
Market: Personal Finance & Mgmt. (36)

Bassmaster, B.A.S.S. Publications
1985 Frequency: 9x
Folio:400 Rank: 265
Fastest Growing: Ad Pages (10)
Market: Outdoor (35)
Market: Sports (38)

Better Homes and Gardens, Meredith Corporation
1985 Frequency: 12x
Folio:400 Rank: 9
10th by Ad Revenue (2)
7th by Sub. Revenue (3)
7th by Average Circulation (3)
5th by Average Sub. Circ. (4)
24th by Average News. Circ. (4)
7th by Net Chg. Avg. News. Circ. (4)
16th by Total Annual Circ. (5)
2nd by Ad Revenue (Monthlies) (5)
3rd by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Home (27)
Market: Women's Service (44)

Better Homes and Gardens—Country Home, see Country Home

Better Homes and Gardens—WOOD, see WOOD

Bicycling, Rodale Press, Inc.
1985 Frequency: 9x
Folio:400 Rank: 255
Market: Lifestyles (30)
Market: Sports (38)

Billboard, Billboard Publications, Inc.
1985 Frequency: 51x
Folio:400 Rank: 162
10th by Sub. Revenue (46)

Black Enterprise, Earl G. Graves Publishing Company, Inc.
1985 Frequency: 12x
Folio:400 Rank: 211
Market: Black (19)
Market: Business & Financial (21)

Blood-Horse, The, The Blood-Horse, Inc.
1985 Frequency: 52x
Folio:400 Rank: 295
1st by Ad Pages (2)
Market: Lifestyles (30)

Boating, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 145
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Market: Lifestyles (30)
Market: Sports (38)

Bon Appetit, Bon Appetit Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 59
Market: Affluence 1 (15)
Market: Culinary (24)

Boston Globe Magazine, The, The Boston Globe
1985 Frequency: 52x
Folio:400 Rank: 179
Newcomer
18th by Ad Pages (2)
Market: Sunday Magazines (39)

Boston Magazine, Boston Magazine, Inc.
1985 Frequency: 12x
Folio:400 Rank: 264
16th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Avg. Circ. (11)
Market: Affluence 3 (17)
Market: City & Regional (22)

Boy's Life, Boy Scouts of America, Inc.
1985 Frequency: 12x
Folio:400 Rank: 225
Market: Youth & Teen (45)

BRIDE'S, The Conde Nast Publications Inc.
1985 Frequency: 6x
Folio:400 Rank: 86
Fastest Growing: News. Circ. (13)
Market: Bridal (20)

Broadcasting, Broadcasting Publications, Inc.
1985 Frequency: 52x
Folio:400 Rank: 236
Newcomer
19th by Ad Pages (46)

BUILDER, Hanley-Wood, Inc.
1985 Frequency: 12x
Folio:400 Rank: 206
20th by Sub. Revenue (46)
19th by Average Circulation (48)
16th by Average Sub. Circ. (48)
12th by Net Chg. Avg. Circ. (48)
4th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Building Design & Construction, Cahners Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 354
Fastest Growing: Total Revenue (46)
Fastest Growing: Ad Revenue (46)
Fastest Growing: Ad Pages (46)
Fastest Growing: Average Circulation (47)

Building Supply Home Centers, Cahners Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 342
16th by Avg. Ad Pages/Copy (47)
19th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)

Business and Commercial Aviation, Murdoch Magazines
1985 Frequency: 12x
Folio:400 Rank: 284

Business Insurance, Crain Comm. Inc.
1985 Frequency: 52x
Folio:400 Rank: 283
17th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

BusinessWeek (North American Edition), McGraw-Hill Publications Company
1985 Frequency: 51x
Folio:400 Rank: 10
7th by Ad Revenue (2)
4th by Ad Pages (2)
23rd by Sub. Revenue (3)
Market: Affluence 1 (15)
Market: Business & Financial (21)

BYTE, The Small Systems Journal, McGraw-Hill Information Systems Co., Computer & Communications Information Group
1985 Frequency: 13x
Folio:400 Rank: 70
8th by Ad Pages (2)
Market: Computing (23)

Cable Guide, The, TVSM, Inc.
1985 Frequency: 12x
Folio:400 Rank: 224
Newcomer
11th by Average Circulation (3)
23rd by Total Annual Circ. (5)
Market: Home Entertainment (28)

California, California Magazine, Ltd.
1985 Frequency: 12x
Folio:400 Rank: 214
Fastest Growing: Sub. Circ. (12)
Market: City & Regional (22)

Car and Driver, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 50
8th by Net Chg. Ad Revenue (2)
8th by Net Chg. Ad Pages (2)
19th by Ad Revenue (Monthlies) (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (16)

Car Craft, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 181
Fastest Growing: News. Circ. (13)
Market: Automotive (16)

Changing Times, The Kiplinger Washington Editors, Inc.
1985 Frequency: 12x
Folio:400 Rank: 92
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: Personal Finance & Mgmt. (36)

Chemical & Engineering News, Centcom, Ltd.
1985 Frequency: 51x
Folio:400 Rank: 262
23rd by Average Sub. Circ. (46)
Fastest Growing: Sub. Revenue (51)

Chemical Engineering, McGraw-Hill Publications Company
1985 Frequency: 25x
Folio:400 Rank: 208

Chemical Marketing Reporter, Schnell Publishing Company, Inc.
1985 Frequency: 52x
Folio:400 Rank: 382
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Chemical Processing, Putman Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 361
19th by Net Chg. Ad Pages (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Chemical Week, McGraw-Hill Publications Company
1985 Frequency: 50x
Folio:400 Rank: 273
Fastest Growing: Sub. Revenue (51)

Cheri, Cheri Magazine, Inc.
1985 Frequency: 12x
Folio:400 Rank: 230

Chicago, WFMT, Inc.
1985 Frequency: 12x
Folio:400 Rank: 184
Market: Affluence 3 (17)
Market: City & Regional (22)

Chicago Tribune Magazine, see SUNDAY—Chicago Tribune Magazine

Christianity Today, Christianity Today, Inc.
1985 Frequency: 18x
Folio:400 Rank: 383
Fastest Growing: Total Revenue (6)

Chronicle of Higher Education, The, The Chronicle of Higher Education, Inc.
1985 Frequency: 48x
Folio:400 Rank: 219
22nd by Sub.Revenue (46)
10th by Net Chg. Ad Revenue (47)
4th by Net Chg. Ad Pages (47)
25th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Circus Magazine, Circus Enterprises Corporation
1985 Frequency: 12x
Folio:400 Rank: 221
14th by Net Chg. Ad Pages (2)
Fastest Growing: Ad Revenue (7)

(Numbers in parentheses refer to section numbers)

Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: Sub. Circ. (12)
Market: Youth & Teen (45)

Club, Fiona Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 130
20th by News. Revenue (3)

Club International, Fiona Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 319

Colonial Homes, Hearst Magazines
1985 Frequency: 6x
Folio:400 Rank: 166
Market: Home (27)

CommunicationsWeek, CMP Publications, Inc.
1985 Frequency: 48x
Folio:400 Rank: 275
Newcomer
Market: Data Management (56)

COMPUTE!, COMPUTE! Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 200
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

COMPUTE's Gazette, COMPUTE! Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 218
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

Computer + Software News, Lebhar-Friedman, Inc.
1985 Frequency: 52x
Folio:400 Rank: 359
Newcomer
Market: Data Management (56)

Computer Decisions, Hayden Publishing Company, Inc.
1985 Frequency: 25x
Folio:400 Rank: 188
22nd by Average Circulation (48)
11th by Net Chg. Avg. Circ. (48)
Market: Data Management (56)

Computer Design, PennWell Publishing Co.
1985 Frequency: 17x
Folio:400 Rank: 302
13th by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Computer Reseller News, The Newspaper for Microcomputer Reselling, (formerly Computer Retail News), CMP Pubs., Inc.
1985 Frequency: 51x
Folio:400 Rank: 201
14th by Ad Pages (46)
23rd by Net Chg. Ad Revenue (47)
24th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Average Circulation (53)

Computer Retail News, see Computer Reseller News

Computer Systems News, CMP Pubs., Inc.
1985 Frequency: 51x
Folio:400 Rank: 204
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Computerworld, CW Communications, Inc.
1985 Frequency: 63x
Folio:400 Rank: 45
1st by Total Revenue (46)
1st by Ad Revenue (46)
9th by Sub. Revenue (46)
5th by Ad Pages (46)
22nd by Average Sub. Circ. (48)
23rd by Net Chg. Avg. Sub. Circ. (48)
Market: Data Management (56)

Connoisseur, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 220
7th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 3 (17)
Market: General Interest (25)

Consultant, Cliggott Publishing Company
1985 Frequency: 18x
Folio:400 Rank: 365

Consumer Electronics Monthly, CES Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 368
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Consumer Reports, Consumers Union
1985 Frequency: 12x
Folio:400 Rank: 38
11th by Sub. Revenue (3)
19th by Average Circulation (3)
3rd by Net Chg. Avg. Circ. (3)
10th by Average Sub. Circ. (4)
2nd by Net Chg. Avg. Sub. Circ. (4)
20th by Total Revenue (Monthlies) (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Personal Finance & Mgmt. (36)

Consumers Digest, Consumers Digest, Inc.
1985 Frequency: 8x
Folio:400 Rank: 197
18th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Personal Finance & Mgmt. (36)

CONTROL ENGINEERING, Technical Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 318
2nd by Avg. Edit. Pages/Copy (47)
23rd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Cosmopolitan, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 17
17th by Ad Revenue (2)
18th by Net Chg. Ad Revenue (2)
19th by Ad Pages (2)
9th by News. Revenue (3)
23rd by Average Circulation (3)
7th by Average News. Circ. (4)
11th by Total Annual News. Sales (5)
4th by Ad Revenue (Monthlies) (5)
6th by Total Revenue (Monthlies) (5)
Fastest Growing: News. Circ. (13)
Market: Women-in-Business (41)
Market: Women's Lifestyles (43)

Country Home, Better Homes and Gardens, Meredith Corporation
1985 Frequency: 6x
Folio:400 Rank: 170
Newcomer
Market: Affluence 1 (15)
Market: Home (27)

Country Journal, Historical Times, Inc.
1985 Frequency: 12x
Folio:400 Rank: 344
Market: Home (27)
Market: Lifestyles (30)

Country Living, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 54
19th by Net Chg. Ad Revenue (2)
6th by Net Chg. Avg. Circ. (3)
8th by Net Chg. Avg. Sub. Circ. (4)
4th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Home (27)

Crafts Magazine, PJS Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 244
Fastest Growing: Ad Revenue (7)
Market: Women's Service (44)

Crain's Chicago Business, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 227
1st by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Business & Financial (21)
Market: City & Regional (22)

Creative Ideas for Living, Southern Living Inc.
1985 Frequency: 12x
Folio:400 Rank: 182
Market: Women's Service (44)

Cruising World, Cruising World Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 337
Market: Lifestyles (30)
Market: Sports (38)

Cycle, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 183
Fastest Growing: Ad Pages (10)
Market: Automotive (18)

Cycle World, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 240
Market: Automotive (18)

D, Southwest Media Corporation
1985 Frequency: 12x
Folio:400 Rank: 312
Market: Affluence 3 (17)
Market: City & Regional (22)

Daily News Record, Fairchild Publications
1985 Frequency: 252x
Folio:400 Rank: 148
24th by Total Revenue (46)
20th by Ad Revenue (46)
24th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)
Market: Apparel (55)

Data Communications, McGraw-Hill Information Systems Company, Computer & Communications Information Group
1985 Frequency: 15x
Folio:400 Rank: 260
17th by Net Chg. Ad Revenue (47)
20th by Net Chg. Ad Pages (47)
11th by Avg. Ad Pages/Copy (47)
5th by Avg. Edit. Pages/Copy (47)
12th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)
Market: Data Management (56)

Datamation, Technical Publishing Company
1985 Frequency: 24x
Folio:400 Rank: 128
18th by Total Revenue (46)
11th by Ad Revenue (46)
9th by Net Chg. Avg. Circ. (48)
Market: Data Management (56)

Delta Sky, see Sky

Design News, Cahners Publishing Company
1985 Frequency: 29x
Folio:400 Rank: 144
12th by Total Revenue (46)
11th by Ad Revenue (46)
7th by Ad Pages (46)
24th by Net Chg. Ad Revenue (47)
7th by Avg. Ad Pages/Copy (47)
22nd by Avg. Edit. Pages/Copy (47) ▶

MAGAZINE INDEX

- **Dial**, Public Broadcasting Communications
  - 1985 Frequency: 12x
  - Folio:400 Rank: 349
  - Newcomer
  - Market: Affluence 1 (15)
  - Market: Home Entertainment (28)
- **Discount Store News**, Lebhar-Friedman, Inc.
  - 1985 Frequency: 24x
  - Folio:400 Rank: 307
  - 18th by Net Chg. Ad Pages (47)
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Ad Pages (52)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **DISCOVER**, Time Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 93
  - Fastest Growing: News. Revenue (9)
  - Market: Science & Nature (37)
- **DIVERSION**, Hearst Professional Magazines, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 343
  - 14th by Avg. Ad Pages/Copy (47)
  - 4th by Avg. Edit. Pages/Copy (47)
  - 21st by Average Circulation (48)
- **Dun's Business Month**, The Dun & Bradstreet Publications Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 278
  - Market: Affluence 2 (16)
  - Market: Business & Financial (21)
- **Early American Life**, Historical Times, Inc.
  - 1985 Frequency: 6x
  - Folio:400 Rank: 385
  - Market: Home (27)
  - Market: Lifestyles (30)
- **Eastern Review**, East/West Network, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 185
  - Market: Affluence 2 (16)
  - Market: Inflight (29)
- **Easyriders**, Paisano Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 249
  - Fastest Growing: Sub. Revenue (8)
  - Market: Automotive (18)
- **EBONY**, Johnson Publishing Company, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 35
  - 16th by Net Chg. Ad Revenue (2)
  - 21st by Net Chg. Ad Pages (2)
  - 14th by Ad Revenue (Monthlies) (5)
  - 17th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Black (19)
  - Market: General Interest (25)
- **EC&M**, McGraw-Hill Information Systems Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 301
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Economist, The (U.S. Edition)**, The Economist Newspaper Ltd.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 115
  - 17th by Ad Pages (2)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Market: Affluence 3 (17)
  - Market: Business & Financial (21)
- **EDN**, Cahners Publishing Company
  - 1985 Frequency: 28x
  - Folio:400 Rank: 97
  - 9th by Total Revenue (46)
  - 6th by Ad Revenue (46)
  - 3rd by Ad Pages (46)
  - 2nd by Avg. Ad Pages/Copy (47)
  - 11th by Avg. Edit. Pages/Copy (47)
- **Electronic Business**, Cahners Publishing Company
  - 1985 Frequency: 23x
  - Folio:400 Rank: 261
  - 15th by Net Chg. Avg. Circ. (48)
  - 20th by Net Chg. Avg. Sub. Circ. (48)
  - Fastest Growing: Average Circulation (53)
  - Market: Data Management (56)
- **Electronic Buyers' News**, CMP Pubs., Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 174
  - 25th by Ad Revenue (46)
  - 11th by Ad Pages (46)
- **Electronic Design**, Hayden Publishing Company, Inc.
  - 1985 Frequency: 30x
  - Folio:400 Rank: 101
  - 10th by Total Revenue (46)
  - 8th by Ad Revenue (46)
  - 4th by Ad Pages (46)
  - 6th by Avg. Ad Pages/Copy (47)
  - 20th by Avg. Edit. Pages/Copy (47)
  - 6th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Average Circulation (53)
- **Electronic Engineering Times**, CMP Publications, Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 131
  - 19th by Total Revenue (46)
  - 15th by Ad Revenue (46)
  - 16th by Ad Pages (46)
  - 3rd by Net Chg. Ad Revenue (47)
  - 3rd by Net Chg. Ad Pages (47)
  - 14th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Ad Pages (52)
- **Electronic News**, Fairchild Publications
  - 1985 Frequency: 52x
  - Folio:400 Rank: 108
  - 13th by Total Revenue (46)
  - 12th by Ad Revenue (46)
  - 21st by Ad Pages (46)
  - Fastest Growing: Sub. Revenue (51)
- **Electronic Packaging & Production**, Cahners Publishing Company
  - 1985 Frequency: 13x
  - Folio:400 Rank: 398
  - 17th by Avg. Ad Pages/Copy (47)
  - 16th by Avg. Edit. Pages/Copy (47)
  - Fastest Growing: Average Circulation (53)
- **Electronic Products**, Hearst Business Communications, Inc.
  - 1985 Frequency: 24x
  - Folio:400 Rank: 298
- **Electronics**, McGraw-Hill Information Systems Group, Computer & Communications Information Group
  - 1985 Frequency: 36x
  - Folio:400 Rank: 251
  - 25th by Sub. Revenue (46)
  - Fastest Growing: Sub. Revenue (51)
- **Emergency Medicine, Common Emergencies in Daily Practice**, Cahners Publishing Company
  - 1985 Frequency: 21x
  - Folio:400 Rank: 356
  - Fastest Growing: Total Revenue (49)
- **Endless Vacation**, Endless Vacation Publications, Inc.
  - 1985 Frequency: 7x
  - Folio:400 Rank: 143
  - 24th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Affluence 2 (16)
  - Market: Travel (40)
- **Engineering News-Record**, McGraw-Hill Information Systems Company
  - 1985 Frequency: 51x
  - Folio:400 Rank: 173
  - 17th by Sub. Revenue (51)
- **Esquire**, Esquire Associates
  - 1985 Frequency: 12x
  - Folio:400 Rank: 57
  - 23rd by Ad Revenue (Monthlies) (5)
  - Fastest Growing: News. Circ. (13)
  - Market: General Interest (25)
  - Market: Men's Lifestyles (32)
- **ESSENCE**, ESSENCE Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 102
  - 20th by Net Chg. Avg. Circ. (3)
  - 17th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Black (19)
  - Market: Women's Service (44)
- **Family**, Military Family Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 395
  - 14th by Net Chg. Avg. Circ. (3)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Women's Lifestyles (43)
- **Family Circle**, The Family Circle Inc.
  - 1985 Frequency: 17x
  - Folio:400 Rank: 7
  - 8th by Ad Revenue (2)
  - 3rd by Net Chg. Ad Revenue (2)
  - 6th by News. Revenue (3)
  - 8th by Average Circulation (3)
  - 12th by Net Chg. Avg. Sub. Circ. (4)
  - 2nd by Average News. Circ. (4)
  - 12th by Total Annual Circ. (5)
  - 4th by Total Annual News. Sales (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Women's Service (44)
- **Family Computing**, Scholastic Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 258
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Computing (23)
  - Market: General Interest (25)
- **Family Handyman, The**, The Webb Company
  - 1985 Frequency: 10x
  - Folio:400 Rank: 107
  - Fastest Growing: Sub. Revenue (8)
  - Market: Home (27)
  - Market: Men's Service (33)
- **Farm Journal**, Farm Journal, Inc.
  - 1985 Frequency: 14x
  - Folio:400 Rank: 79
  - 6th by Total Revenue (46)
  - 10th by Ad Revenue (46)
  - 4th by Sub. Revenue (46)
  - 1st by Average Circulation (48)
  - 1st by Average Sub. Circ. (48)
- **Farmer, The**, The Webb Company
  - 1985 Frequency: 23x
  - Folio:400 Rank: 350
  - 21st by Average Sub. Circ. (48)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Field & Stream**, CBS Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 40
  - 22nd by Average Sub. Circ. (4)
  - 17th by Ad Revenue (Monthlies) (5)
  - 22nd by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Market: Outdoor (35)
- **50 Plus**, Retirement Living Publ.Co., Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 281
  - 22nd by Net Chg. Avg. Circ. (3)
  - 19th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Maturity (31)

(Numbers in parentheses refer to section numbers)

Financial World, The Magazine for Investors, Financial World Partners
1985 Frequency: 26x
Folio:400 Rank: 296
5th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Market: Affluence 3 (17)
Market: Business & Financial (21)

Fine Woodworking, The Taunton Press
1985 Frequency: 6x
Folio:400 Rank: 328
Newcomer
Market: Men's Service (33)

Fins and Feathers, Fins and Feathers Publishing Company
1985 Frequency: 9x
Folio:400 Rank: 309
Market: Outdoor (35)

FLEET OWNER (Big Fleet Edition), McGraw-Hill Publications Company
1985 Frequency: 12x
Folio:400 Rank: 305
23rd by Avg. Edit. Pages/Copy (47)

Flying, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 199
Market: Affluence 2 (16)
Market: Lifestyles (30)

Food & Wine, The Guide to Good Taste, American Express Publishing Corp.
1985 Frequency: 12x
Folio:400 Rank: 136
13th by Net Chg. Ad Pages (2)
24th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: News. Circ. (13)
Market: Affluence 2 (16)
Market: Culinary (24)

Food Management, Harcourt Brace Jovanovich Publications
1985 Frequency: 12x
Folio:400 Rank: 400
Newcomer

Forbes, Forbes Inc.
1985 Frequency: 29x
Folio:400 Rank: 21
11th by Ad Revenue (2)
13th by Net Chg. Ad Revenue (2)
6th by Ad Pages (2)
24th by Sub. Revenue (3)
Market: Affluence 1 (15)
Market: Business & Financial (21)

Fortune, Time Inc.
1985 Frequency: 26x
Folio:400 Rank: 22
12th by Ad Revenue (2)
9th by Ad Pages (2)
25th by Sub. Revenue (3)
Market: Affluence 1 (15)
Market: Business & Financial (21)

Forum, Forum International, Ltd.
1985 Frequency: 12x
Folio:400 Rank: 248

4-Wheel & Off-Road, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 228
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Market: Automotive (18)

Four Wheeler, OMNI International, Ltd.
1985 Frequency: 12x
Folio:400 Rank: 313
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: News. Circ. (13)
Market: Automotive (18)

Frequent Flyer, Official Airline Guides, Inc. (Travel Magazine Div.)
1985 Frequency: 12x
Folio:400 Rank: 129
Market: Affluence 2 (16)
Market: Business & Financial (21)

Gallery, Montcalm Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 121
19th by News. Revenue (3)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Men's Lifestyles (32)

GAMES, Playboy Enterprises, Inc.
1985 Frequency: 12x
Folio:400 Rank: 187

Genesis, Cycle Guide Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 257
15th by Net Chg. Ad Pages (2)

Gentlemen's Quarterly, The Conde Nast Publications Inc.
1985 Frequency: 12x
Folio:400 Rank: 56
Fastest Growing: Sub. Circ. (12)
Market: Men's Lifestyles (32)

Gifts & Decorative Accessories, Geyer-McAllister Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 345
4th by Avg. Ad Pages/Copy (47)
10th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Glamour, The Conde Nast Publications Inc.
1985 Frequency: 12x
Folio:400 Rank: 24
21st by Ad Revenue (2)
14th by Net Chg. Ad Revenue (2)
22nd by Ad Pages (2)
13th by News. Revenue (3)
12th by Average News. Circ. (4)
5th by Net Chg. Avg. News. Circ.' (4)
14th by Total Annual News. Sales (5)
7th by Ad Revenue (Monthlies) (5)
10th by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Women-in-Business (41)
Market: Women's Fashion (42)

GLOBE, Globe Communications Corporation
1985 Frequency: 52x
Folio:400 Rank: 46
11th by News. Revenue (3)
10th by Average News. Circ. (4)
17th by Total Annual Circ. (5)
6th by Total Annual News. Sales (5)
Fastest Growing: Ad Pages (10)
Market: General Interest (25)

Golf Digest, Golf Digest, Inc.
1985 Frequency: 12x
Folio:400 Rank: 44
18th by Ad Revenue (Monthlies) (5)
24th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Sports (38)

Golf Magazine, Times Mirror Magazines, Inc.
1985 Frequency: 12x
Folio:400 Rank: 100
Market: Affluence 1 (15)
Market: Sports (38)

Good Housekeeping, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 8
9th by Ad Revenue (2)
7th by Net Chg. Ad Revenue (2)
24th by Ad Pages (2)
14th by Sub. Revenue (3)
12th by News. Revenue (3)
12th by Average Circulation (3)
12th by Average Sub. Circ. (4)
8th by Average News. Circ. (4)
24th by Total Annual Circ. (5)
12th by Total Annual News. Sales (5)
1st by Ad Revenue (Monthlies) (5)
2nd by Total Revenue (Monthlies) (5)
Market: Women's Service (44)

Gourmet, The Magazine of Good Living, The Conde Nast Publications Inc.
1985 Frequency: 12x
Folio:400 Rank: 68
24th by Net Chg. Ad Revenue (2)
6th by Net Chg. Ad Pages (2)
4th by Net Chg. Avg. Circ. (3)
3rd by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: Culinary (24)

Graphic Arts Monthly, Technical Publishing Company
1985 Frequency: 13x
Folio:400 Rank: 299
24th by Net Chg. Ad Pages (47)
12th by Avg. Ad Pages/Copy (47)
Fastest Growing: Ad Revenue (50)

GRIT, Grit Publishing Company
1985 Frequency: 53x
Folio:400 Rank: 212
Fastest Growing: Ad Pages (10)
Market: General Interest (25)
Market: Lifestyles (30)

Guideposts, Guideposts Associates, Inc.
1985 Frequency: 12x
Folio:400 Rank: 94
22nd by Sub. Revenue (3)
16th by Average Circulation (3)
8th by Average Sub. Circ. (4)
Fastest Growing: Sub. Revenue (8)

Guns & Ammo, Petersen Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 203
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Outdoor (35)

Harper's Bazaar, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 55
25th by Ad Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Women's Fashion (42)

Harvard Business Review, Harvard Graduate School of Business
1985 Frequency: 6x
Folio:400 Rank: 223
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Affluence 3 (17)
Market: Business & Financial (21)

Health, Family Media, Inc.
1985 Frequency: 12x
Folio:400 Rank: 147
Fastest Growing: News. Revenue (9)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Health & Fitness (26)

Heavy Duty Trucking, Newport Publications Division
1985 Frequency: 12x
Folio:400 Rank: 360
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation(53)

HFD, The Weekly Home Furnishings Newspaper, Fairchild Publications
1985 Frequency: 52x
Folio:400 Rank: 154
25th by Total Revenue (46)
21st by Ad Revenue (46)
17th by Ad Pages (46)
12th by Net Chg. Ad Revenue (47)
25th by Net Chg. Ad Pages (47)

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(Numbers in parentheses refer to section numbers)

High Fidelity, ABC Consumer Magazines,
1985 Frequency: 12x
Folio:400 Rank: 215
Market: Home Entertainment (28)

High Plains Journal, The, High Plains Publishers, Inc.
1985 Frequency: 52x
Folio:400 Rank: 372
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

High Society, Drake Publishers, Inc.
1985 Frequency: 12x
Folio:400 Rank: 167

High Technology, High Technology Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 237
Fastest Growing: Sub. Revenue (8)
Market: Affluence 2 (16)
Market: Business & Financial (21)

Highlights for Children, Highlights for Children, Inc.
1985 Frequency: 11x
Folio:400 Rank: 85
19th by Sub. Revenue (3)
12th by Net Chg. Avg. Circ. (3)
23rd by Average Sub. Circ. (4)
11th by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Youth & Teen (45)

HOARD'S DAIRYMAN, W.D. Hoard & Sons Co.
1985 Frequency: 23x
Folio:400 Rank: 308
23rd by Average Circulation (48)
17th by Average Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)

HOME, Home Magazine Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 132
17th by Net Chg. Avg. Circ. (3)
20th by Net Chg. Avg. Sub. Circ. (4)
10th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Home (27)

Home Furnishings Daily, see HFD

Home Mechanix, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 83
Market: Home (27)
Market: Men's Service (33)

Homeowner, The, Family Media, Inc.
1985 Frequency: 10x
Folio:400 Rank: 287
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Market: Home (27)
Market: Men's Service (33)

Hospital Medicine, Hospital Pubs., Inc.
1985 Frequency: 12x
Folio:400 Rank: 389

Hospital Practice, HP Publishing Co.
1985 Frequency: 18x
Folio:400 Rank: 329
20th by Average Circulation (48)

Hospitals, The Magazine for Health Care Executives, American Hospital Publ., Inc.
1985 Frequency: 24x
Folio:400 Rank: 317
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Hot Rod, Petersen Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 103
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Market: Automotive (18)

House & Garden, The Conde Nast Publications Inc.
1985 Frequency: 12x
Folio:400 Rank: 73
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Market: Affluence 2 (16)
Market: Home (27)

House Beautiful, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 69
Market: Affluence 1 (15)
Market: Home (27)

Houston Home & Garden, City Home Publishing, Inc.
1985 Frequency: 12x
Folio:400 Rank: 352
Market: City & Regional (22)
Market: Home (27)

Inc., The Magazine for Growing Companies, Inc. Publishing Corp.
1985 Frequency: 12x
Folio:400 Rank: 61
25th by Net Chg. Avg. Circ. (3)
22nd by Net Chg. Avg. Sub. Circ. (4)
22nd by Ad Revenue (Monthlies) (5)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 2 (16)
Market: Business & Financial (21)

Industrial Equipment News, Thomas Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 263
16th by Average Circulation (48)

Industry Week, Penton Publishing Company
1985 Frequency: 25x
Folio:400 Rank: 158
Market: Affluence 2 (16)
Market: Business & Financial (21)

InformationWEEK, CMP Publications, Inc.
1985 Frequency: 46x
Folio:400 Rank: 293
11th by Net Chg. Ad Revenue (47)
6th by Net Chg. Ad Pages (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Market: Data Management (56)

InfoWorld, The Newspaper for the Microcomputing Community, Popular Computing, Inc.
1985 Frequency: 50x
Folio:400 Rank: 245
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

INSIDE SPORTS, Inside Sports, Inc.
1985 Frequency: 12x
Folio:400 Rank: 310
19th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Sports (38)

Institutional Distribution, Bill Communications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 334
15th by Net Chg. Ad Pages (47)
18th by Avg. Ad Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)

Institutional Investor, Institutional Investor, Inc.
1985 Frequency: 12x
Folio:400 Rank: 91
8th by Total Revenue (46)
9th by Ad Revenue (46)
4th by Net Chg. Ad Revenue (47)
15th by Avg. Ad Pages/Copy (47)
15th by Avg. Edit. Pages/Copy (47)
3rd by Net Chg. Avg. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)

Instructor, The Instructor Pubs., Inc.
1985 Frequency: 9x
Folio:400 Rank: 324
21st by Sub. Revenue (46)
13th by Average Circulation (48)
11th by Average Sub. Circ. (48)
13th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

Interior Design, Cahners Publishing Co.
1985 Frequency: 13x
Folio:400 Rank: 172
23rd by Ad Pages (46)
1st by Avg. Ad Pages/Copy (47)
3rd by Avg. Edit. Pages/Copy (47)
15th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

Interiors, Billboard Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 384
Newcomer

JET, Johnson Publishing Company, Inc.
1985 Frequency: 52x
Folio:400 Rank: 63
25th by Total Annual News. Sales (5)
Fastest Growing: Ad Revenue (7)
Market: Black (19)
Market: General Interest (25)

Journal of the AMA, see Journal of the American Medical Association

Journal of Accountancy, American Institute of Certified Public Accountants
1985 Frequency: 12x
Folio:400 Rank: 266
8th by Sub.Revenue (46)
10th by Average Circulation (48)
8th by Average Sub. Circ (48)
10th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

Journal of the American Medical Association, American Medical Assoc.
1985 Frequency: 12x
Folio:400 Rank: 125
16th by Total Revenue (46)
17th by Ad Revenue (46)
10th by Ad Pages (46)
7th by Net Chg. Ad Revenue (47)
1st by Net Chg. Ad Pages (47)
7th by Average Circulation (48)
12th by Average Sub. Circ. (48)
5th by Net Chg. Avg. Circ. (48)
2nd by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Ladies' Home Journal, Meredith Corporation
1985 Frequency: 12x
Folio:400 Rank: 20
20th by Ad Revenue (2)
5th by Net Chg. Ad Revenue (2)
22nd by Net Chg. Ad Pages (2)
10th by Sub. Revenue (3)
21st by News. Revenue (3)
13th by Average Circulation (3)
9th by Average Sub. Circ. (4)
15th by Average News. Circ. (4)
25th by Total Annual Circ. (5)
16th by Total Annual News. Sales (5)
6th by Ad Revenue (Monthlies) (5)
9th by Total Revenue (Monthlies) (5)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Women's Service (44)

(Numbers in parentheses refer to section numbers)

- **LIFE**, Time Inc.
  - 1985 Frequency: 13x
  - Folio:400 Rank: 31
  - 23rd by Net Chg. Ad Revenue (2)
  - 17th by News. Revenue (3)
  - 21st by Average News. Circ. (4)
  - 6th by Net Chg. Avg. News. Circ. (4)
  - 24th by Total Annual News. Sales (5)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: General Interest (25)
- **Los Angeles Magazine**, Los Angeles Magazines, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 157
  - 21st by Ad Pages (2)
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)
- **Los Angeles Times Magazine**, (formerly Los Angeles Times Home Magazine), Los Angeles Times
  - 1985 Frequency: 54x
  - Folio:400 Rank: 112
  - 20th by Total Annual Circ. (5)
  - Market: Sunday Magazines (39)
- **M The Civilized Man**, Fairchild Publications
  - 1985 Frequency: 12x
  - Folio:400 Rank: 277
  - 20th by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Affluence 3 (17)
  - Market: Men's Lifestyles (32)
- **Machine Design**, Penton Publishing Co.
  - 1985 Frequency: 29x
  - Folio:400 Rank: 142
  - 22nd by Total Revenue (46)
  - 18th by Ad Revenue (46)
  - 15th by Ad Pages (46)
  - 25th by Avg. Ad Pages/Copy (47)
  - 25th by Average Circulation (48)
  - 25th by Net Chg. Avg. Circ. (48)
- **Macworld**, PC World Communications, Inc.
  - 1985 Frequency: 13x
  - Folio:400 Rank: 194
  - Newcomer
  - Market: Computing (23)
- **Mademoiselle**, The Conde Nast Pubs. Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 39
  - 18th by News. Revenue (3)
  - 17th by Average News. Circ. (4)
  - 13th by Net Chg. Avg. News. Circ. (4)
  - 19th by Total Annual News. Sales (5)
  - 20th by Ad Revenue (Monthlies) (5)
  - 21st by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Fashion (42)
  - Market: Women's Lifestyles (43)
- **Magazine Antiques, The**, Brant Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 339
  - Newcomer
  - Market: Affluence 3 (17)
- **Material Handling Engineering**, Penton Publishing Company
  - 1985 Frequency: 13x
  - Folio:400 Rank: 367
- **McCall's**, The McCall Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 18
  - 19th by Ad Revenue (2)
  - 9th by Sub. Revenue (3)
  - 10th by Average Circulation (3)
  - 6th by Average Sub. Circ. (4)
  - 20th by Average News. Circ. (4)
  - 18th by Total Annual Circ. (5)
  - 5th by Ad Revenue (Monthlies) (5)
  - 7th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Market: Women's Service (44)
- **McCall's Needlework & Crafts**, ABC Needlework and Crafts Magazine, Inc.
  - 1985 Frequency: 6x
  - Folio:400 Rank: 239
  - Newcomer
  - Market: Women's Service (44)
- **MD Magazine**, MD Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 367
  - 19th by Avg. Ad Pages/Copy (47)
  - Fastest Growing: Ad Pages (52)
- **Medical Aspects of Human Sexuality**, Hospital Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 378
  - 18th by Average Circulation (48)
- **Medical Economics**, Medical Economics Company, Inc.
  - 1985 Frequency: 26x
  - Folio:400 Rank: 119
  - 15th by Total Revenue (46)
  - 14th by Ad Revenue (46)
  - 20th by Ad Pages (46)
  - 23rd by Avg. Ad Pages/Copy (47)
  - 24th by Average Circulation (48)
- **Medical World News**, HEI Publishing, Inc.
  - 1985 Frequency: 25x
  - Folio:400 Rank: 347
  - Newcomer
- **Meetings & Conventions**, Murdoch Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 202
  - 21st by Avg. Edit. Pages/Copy (47)
- **Metropolitan Home**, Meredith Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 111
  - Market: Home (27)
- **Mini-Micro Systems**, Cahners Publishing Co.
  - 1985 Frequency: 16x
  - Folio:400 Rank: 269
  - 8th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Average Circulation (53)
  - Market: Data Management (56)
- **MIS Week**, Fairchild Publications
  - 1985 Frequency: 51x
  - Folio:400 Rank: 259
  - 14th by Net Chg. Ad Revenue (47)
  - 4th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Average Circulation (53)
  - Market: Data Management (56)
- **Model Railroader**, Kalmbach Publishing Co.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 369
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
- **Modern Bride**, CBS Magazines
  - 1985 Frequency: 6x
  - Folio:400 Rank: 95
  - 9th by Net Chg. Ad Pages (2)
  - Fastest Growing: Ad Pages (10)
  - Market: Bridal (20)
- **Modern Healthcare**, Crain Comm. Inc.
  - 1985 Frequency: 26x
  - Folio:400 Rank: 282
  - 9th by Net Chg. Ad Pages (47)
  - 18th by Net Chg. Avg. Sub. Circ. (48) ▶

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Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Modern Materials Handling,
Cahners Publishing Company
1985 Frequency: 15x
Folio:400 Rank: 290
20th by Net Chg. Ad Revenue (47)
8th by Net Chg. Ad Pages (47)
24th by Avg. Ad Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Modern Maturity, American Association of Retired Persons
1985 Frequency: 6x
Folio:400 Rank: 42
11th by Net Chg. Ad Revenue (2)
20th by Sub. Revenue (3)
5th by Average Circulation (3)
2nd by Net Chg. Avg. Circ. (3)
2nd by Average Sub. Circ. (4)
1st by Net Chg. Avg. Sub. Circ. (4)
19th by Total Annual Circ. (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Maturity (31)

Modern Medicine, Modern Medicine Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 391

Modern Office Technology,
Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 381
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Modern Photography, ABC Consumer Magazines, Inc.
1985 Frequency: 12x
Folio:400 Rank: 106

Modern Plastics, McGraw-Hill Pubs. Co.
1985 Frequency: 13x
Folio:400 Rank: 271
13th by Net Chg. Ad Revenue (47)
7th by Net Chg. Ad Pages (47)
17th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)

Modern Salon, Vance Publishing Corp.
1985 Frequency: 12x
Folio:400 Rank: 291
15th by Net Chg. Ad Revenue (47)
16th by Net Chg. Ad Pages (47)
25th by Average Sub. Circ. (48)
7th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Money, Time Inc.
1985 Frequency: 12x
Folio:400 Rank: 26
23rd by Ad Revenue (2)
20th by Net Chg. Ad Revenue (2)
18th by Sub. Revenue (3)
9th by Net Chg. Avg. Circ. (3)
7th by Net Chg. Avg. Sub. Circ. (4)
17th by Net Chg. Avg. News. Circ. (4)
9th by Ad Revenue (Monthlies) (5)
11th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Personal Finance & Mgmt. (36)

Mother Earth News, The Original Country Magazine, The Mother Earth News, Inc.
1985 Frequency: 6x
Folio:400 Rank: 163
Market: Lifestyles (30)

MOTOR, Hearst Books Business Publishing Group
1985 Frequency: 12x
Folio:400 Rank: 366
24th by Average Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Motor Boating & Sailing, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 252
Market: Affluence 3 (17)
Market: Sports (38)

Motor Trend, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 77
25th by Net Chg. Ad Revenue (2)
12th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (18)

Motorcyclist, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 390
Fastest Growing: Total Revenue (6)
Market: Automotive (18)

Motorland, California State Automobile Association
1985 Frequency: 6x
Folio:400 Rank: 377
Newcomer
Market: Travel (40)

Ms., Ms. Foundation for Education and Communication, Inc.
1985 Frequency: 12x
Folio:400 Rank: 226
Market: Women-in-Business (41)

MUSCLE & FITNESS, I, Brute Enterprises, Inc.
1985 Frequency: 12x
Folio:400 Rank: 126
25th by News. Revenue (3)
14th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Health & Fitness (26)
Market: Sports (38)

Nation's Business, U.S. Chamber of Commerce
1985 Frequency: 12x
Folio:400 Rank: 124
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Business & Financial (21)

Nation's Restaurant News,
Lebhar-Friedman, Inc.
1985 Frequency: 51x
Folio:400 Rank: 135
21st by Total Revenue (46)
19th by Ad Revenue (46)
24th by Ad Pages (46)
5th by Net Chg. Ad Revenue (47)
2nd by Net Chg. Ad Pages (47)
18th by Net Chg. Avg. Circ. (48)
6th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

National Enquirer, National Enquirer Inc.
1985 Frequency: 53x
Folio:400 Rank: 14
2nd by News. Revenue (3)
15th by Average Circulation (3)
4th by Average News. Circ. (4)
5th by Total Annual Circ. (5)
2nd by Total Annual News. Sales (5)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

National Examiner, Globe Comm. Corp.
1985 Frequency: 52x
Folio:400 Rank: 78
14th by News. Revenue (3)
24th by Net Chg. Avg. Circ. (3)
14th by Average News. Circ. (4)
1st by Net Chg. Avg. News. Circ. (4)
9th by Total Annual News. Sales (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

National Geographic, National Geographic Society
1985 Frequency: 12x
Folio:400 Rank: 13
4th by Sub. Revenue (3)
6th by Average Circulation (3)
7th by Net Chg. Avg. Circ. (3)
3rd by Average Sub. Circ. (4)
5th by Net Chg. Avg. Sub. Circ. (4)
11th by Total Annual Circ. (5)
24th by Ad Revenue (Monthlies) (5)
4th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: General Interest (25)

National Geographic Traveler,
National Geographic Society
1985 Frequency: 4x
Folio:400 Rank: 149
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: Travel (40)

National Geographic World,
National Geographic Society
1985 Frequency: 12x
Folio:400 Rank: 196
Market: Youth & Teen (45)

National Home Center News,
Lebhar-Friedman, Inc.
1985 Frequency: 25x
Folio:400 Rank: 325
Fastest Growing: Total Revenue (49)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

National Wildlife, National Wildlife Federation
1985 Frequency: 6x
Folio:400 Rank: 268
Market: Science & Nature (37)

NATURAL HISTORY, The Magazine of Natural Science, American Museum of Natural History
1985 Frequency: 12x
Folio:400 Rank: 165
Market: Affluence 2 (16)
Market: Science & Nature (37)

Navy Times, Army Times Publishing Co.
1985 Frequency: 52x
Folio:400 Rank: 233
23rd by Ad Pages (2)
Fastest Growing: News. Circ. (13)

New England Journal of Medicine,
Massachusetts Medical Society
1985 Frequency: 52x
Folio:400 Rank: 104
11th by Total Revenue (46)
23rd by Ad Revenue (46)
3rd by Sub. Revenue (46)
8th by Ad Pages (46)
15th by Average Circulation (48)
14th by Average Sub. Circ. (48)

New Equipment Digest,
Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 205
9th by Net Chg. Ad Revenue (47)
17th by Average Circulation (48)
Fastest Growing: Total Revenue (49)

(Numbers in parentheses refer to section numbers)

Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

New Shelter, see Practical Homeowner

New Woman, Murdoch Magazines
1985 Frequency: 12x
Folio:400 Rank: 81
17th by Net Chg. Ad Pages (2)
11th by Net Chg. Avg. Circ. (3)
6th by Net Chg. Avg. Sub. Circ. (4)
22nd by Average News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Women's Lifestyles (43)
Market: Women's Service (44)

New York, Murdoch Magazines
1985 Frequency: 50x
Folio:400 Rank: 47
11th by Ad Pages (2)
3rd by Net Chg. Ad Pages (2)
Fastest Growing: Ad Pages (10)
Market: Affluence 2 (16)
Market: City & Regional (22)

New York Times Magazine, The, The New York
Times Company
1985 Frequency: 67x
Folio:400 Rank: 25
14th by Ad Revenue (2)
3rd by Ad Pages (2)
13th by Total Annual Circ. (5)
Market: Affluence 1 (15)
Market: Sunday Magazines (39)

New Yorker, The, The New Yorker Mag., Inc.
1985 Frequency: 52x
Folio:400 Rank: 33
12th by Ad Pages (2)
Market: Affluence 2 (16)
Market: General Interest (25)

NEWLOOK, NEWLOOK International Ltd.
1985 Frequency: 8x
Folio:400 Rank: 247
Newcomer
Market: Men's Lifestyles (32)

Newsweek, Newsweek, Inc.
1985 Frequency: 52x
Folio:400 Rank: 5
4th by Ad Revenue (2)
14th by Ad Pages (2)
6th by Sub. Revenue (3)
24th by News. Revenue (3)
22nd by Average Circulation (3)
13th by Average Sub. Circ. (4)
8th by Total Annual Circ. (5)
23rd by Total Annual News. Sales (5)
Fastest Growing: Sub. Circ. (12)
Market: Newsmagazines (34)

Nursing85, Springhouse Corporation
1985 Frequency: 12x
Folio:400 Rank: 198
5th by Sub. Revenue (46)
5th by Average Circulation (48)
5th by Average Sub. Circ. (48)

Office, The, Office Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 357
21st by Net Chg. Avg. Circ. (48)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)
Market: Data Management (56)

Oil & Gas Journal, PennWell Publishing Co.
1985 Frequency: 52x
Folio:400 Rank: 168
22nd by Ad Pages (46)

OMNI, OMNI International, Ltd.
1985 Frequency: 12x
Folio:400 Rank: 72
Market: Science & Nature (37)

1,001 Home Ideas, Family Media, Inc.
1985 Frequency: 12x
Folio:400 Rank: 80
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Home (27)

Organic Gardening, see Rodale's Organic Gardening

Outdoor Life, Times Mirror Magazines, Inc.
1985 Frequency: 12x
Folio:400 Rank: 66
Market: Outdoor (35)

Outside, Mariah Publications Corporation
1985 Frequency: 12x
Folio:400 Rank: 294
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Lifestyles (30)
Market: Sports (38)

Packaging Digest, Delta Comm., Inc.
1985 Frequency: 13x
Folio:400 Rank: 297

Palm Springs Life, Desert Pubs., Inc.
1985 Frequency: 12x
Folio:400 Rank: 399
Newcomer
Market: Affluence 3 (17)
Market: City & Regional (22)

Pan Am Clipper, East/West Network, Inc.
1985 Frequency: 12x
Folio:400 Rank: 373
Fastest Growing: Total Revenue (6)
Market: Affluence 3 (17)
Market: Inflight (29)

Parade, Parade Publications, Inc.
1985 Frequency: 52x
Folio:400 Rank: 11
6th by Ad Revenue (2)
1st by Net Chg. Ad Revenue (2)
1st by Average Circulation (3)
1st by Net Chg. Avg. Circ. (3)
1st by Total Annual Circ. (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Avg. Circ. (11)
Market: Sunday Magazines (39)

Parents, Gruner + Jahr USA Publishing
1985 Frequency: 12x
Folio:400 Rank: 37
10th by Net Chg. Ad Revenue (2)
11th by Net Chg. Ad Pages (2)
25th by Average Sub. Circ. (4)
15th by Ad Revenue (Monthlies) (5)
19th by Total Revenue (Monthlies) (5)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Sub. Circ. (12)
Market: Women's Service (44)

Patient Care, Patient Care Comm., Inc.
1985 Frequency: 21x
Folio:400 Rank: 353

PC Magazine, The Independent Guide to IBM Personal Computers, Ziff-Davis Publishing Company
1985 Frequency: 26x
Folio:400 Rank: 60
2nd by Ad Pages (2)
19th by Net Chg. Avg. Circ. (3)
13th by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

PC Tech Journal, Ziff-Davis Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 292
Newcomer
Market: Data Management (56)

PC Week, The National Newspaper of IBM Standard Microcomputing,
Ziff-Davis Publishing Company
1985 Frequency: 51x
Folio:400 Rank: 62
Newcomer
2nd by Total Revenue (46)
2nd by Ad Revenue (46)
6th by Ad Pages (46)
Market: Data Management (56)

PC World, PC World Communications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 90
16th by Ad Pages (2)
25th by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Market: Computing (23)

Pensions & Investment Age, Crain Communications Inc.
1985 Frequency: 27x
Folio:400 Rank: 338
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

PENTHOUSE, PENTHOUSE International Ltd.
1985 Frequency: 12x
Folio:400 Rank: 19
4th by News. Revenue (3)
21st by Average Circulation (3)
6th by Average News. Circ. (4)
10th by Total Annual News. Sales (5)
8th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Market: Men's Lifestyles (32)

People Weekly, Time Inc.
1985 Frequency: 51x
Folio:400 Rank: 3
3rd by Ad Revenue (2)
2nd by Net Chg. Ad Revenue (2)
5th by Ad Pages (2)
13th by Sub. Revenue (3)
3rd by News. Revenue (3)
24th by Average Circulation (3)
13th by Net Chg. Avg. Circ. (3)
4th by Net Chg. Avg. Sub. Circ. (4)
9th by Average News. Circ. (4)
9th by Total Annual Circ. (5)
7th by Total Annual News. Sales (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: General Interest (25)
Market: Newsmagazines (34)

Personal Computing, Hayden Publishing Company, Inc.
1985 Frequency: 12x
Folio:400 Rank: 105
Market: Computing (23)

Petersen's Hunting, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 336
Fastest Growing: Ad Pages (10)
Market: Outdoor (35)

Petersen's Photographic, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 348

Philadelphia Magazine, Philadelphia Magazine, Inc.
1985 Frequency: 12x
Folio:400 Rank: 267
Fastest Growing: Avg. Circ. (11)
Market: Affluence 3 (17)
Market: City & Regional (22)

Physician's Management, Harcourt Brace Jovanovich Publications
1985 Frequency: 13x
Folio:400 Rank: 340
8th by Avg. Ad Pages/Copy (47)
7th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Ad Pages (52) ▶

MAGAZINE INDEX

Plant Engineering, Technical Publishing Co.
1985 Frequency: 25x
Folio:400 Rank: 279
10th by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Plastics Technology, Bill Comm., Inc.
1985 Frequency: 13x
Folio:400 Rank: 370
12th by Net Chg. Ad Pages (47)
13th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

PLAYBOY, Playboy Enterprises, Inc.
1985 Frequency: 12x
Folio:400 Rank: 16
25th by Ad Revenue (2)
12th by Sub. Revenue (3)
8th by News. Revenue (3)
18th by Average Circulation (3)
17th by Average Sub. Circ. (4)
10th by Net Chg. Avg. Sub. Circ. (4)
11th by Average News. Circ. (4)
13th by Total Annual News. Sales (5)
11th by Ad Revenue (Monthlies) (5)
5th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Men's Lifestyles (32)

Playgirl, Playgirl, Inc.
1985 Frequency: 12x
Folio:400 Rank: 139
Fastest Growing: Ad Pages (10)
Market: Women's Lifestyles (43)

Popular Hot Rodding, Argus Publishers Corporation
1985 Frequency: 12x
Folio:400 Rank: 335
Fastest Growing: Ad Pages (10)
Market: Automotive (18)

Popular Mechanics, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 53
Fastest Growing: Sub. Revenue (8)
Market: Men's Service (33)

Popular Photography, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 88

Popular Science, Times Mirror Mags., Inc.
1985 Frequency: 12x
Folio:400 Rank: 65
Fastest Growing: Sub. Circ. (12)
Market: Men's Service (33)

Postgraduate Medicine, McGraw-Hill Healthcare Group
1985 Frequency: 16x
Folio:400 Rank: 306
21st by Net Chg. Ad Revenue (47)
17th by Net Chg. Ad Pages (47)
22nd by Avg. Ad Pages/Copy (47)
12th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Power, McGraw-Hill Publications Company
1985 Frequency: 12x
Folio:400 Rank: 375

Practical Homeowner, (Formerly New Shelter),
Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 180
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Market: Home (27)
Market: Men's Service (33)

Prairie Farmer, Farm Progress Companies
1985 Frequency: 23x
Folio:400 Rank: 250
18th by Average Sub. Circ. (48)

Prevention, Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 41
17th by Sub. Revenue (3)
25th by Average Circulation (3)
14th by Average Sub. Circ. (4)
9th by Net Chg. Avg. News. Circ. (4)
23rd by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Health & Fitness (26)
Market: Women's Lifestyles (43)

Professional Builder, Cahners Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 216
22nd by Net Chg. Ad Revenue (47)
22nd by Net Chg. Ad Pages (47)
Fastest Growing: Ad Pages (52)

Progressive Architecture, Reinhold Publishing Division
1985 Frequency: 12x
Folio:400 Rank: 289

Progressive Farmer, Progressive Farmer, Inc.
1985 Frequency: 12x
Folio:400 Rank: 134
20th by Total Revenue (46)
7th by Sub. Revenue (46)
4th by Average Circulation (48)
3rd by Average Sub. Circ. (48)

Psychology Today, The American Psychological Association
1985 Frequency: 12x
Folio:400 Rank: 137
Market: General Interest (25)
Market: Science & Nature (37)

Publishers Weekly, R.R. Bowker Company
1985 Frequency: 51x
Folio:400 Rank: 321
23rd by Sub. Revenue (46)
Fastest Growing: Sub. Revenue (51)

Purchasing Magazine, Cahners Publ. Co.
1985 Frequency: 24x
Folio:400 Rank: 229

Reader's Digest, The Reader's Digest Association, Inc.
1985 Frequency: 12x
Folio:400 Rank: 6
13th by Ad Revenue (2)
3rd by Sub. Revenue (3)
23rd by News. Revenue (3)
2nd by Average Circulation (3)
1st by Average Sub. Circ. (4)
16th by Average News. Circ. (4)
11th by Net Chg. Avg. News. Circ. (4)
6th by Total Annual Circ. (5)
18th by Total Annual News. Sales (5)
3rd by Ad Revenue (Monthlies) (5)
1st by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

real estate today, National Association of Realtors
1985 Frequency: 9..
Folio:400 Rank: 171
1st by Sub. Revenue (46)
2nd by Average Circulation (48)
2nd by Average Sub. Circ. (48)
1st by Net Chg. Avg. Circ. (48)
1st by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Redbook, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 29
21st by Sub. Revenue (3)
17th by Average Circulation (3)
8th by Net Chg. Avg. Circ. (3)
11th by Average Sub. Circ. (4)
18th by Net Chg. Avg. Sub. Circ. (4)
19th by Average News. Circ. (4)
2nd by Net Chg. Avg. News. Circ. (4)
22nd by Total Annual News. Sales (5)
12th by Ad Revenue (Monthlies) (5)
14th by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Women-in-Business (41)
Market: Women's Service (44)

Research & Development, Technical Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 315
22nd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Restaurant Business, Bill Communications, Inc.
1985 Frequency: 18x
Folio:400 Rank: 164
22nd by Ad Revenue (46)
25th by Ad Pages (46)
19th by Net Chg. Ad Revenue (47)
21st by Net Chg. Ad Pages (47)
10th by Avg. Ad Pages/Copy (47)

Restaurant Hospitality,
Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 303
2nd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Restaurants & Institutions, Cahners Publishing Company
1985 Frequency: 26x
Folio:400 Rank: 75
4th by Total Revenue (46)
3rd by Ad Revenue (46)
9th by Ad Pages (46)
2nd by Net Chg. Ad Revenue (47)
23rd by Net Chg. Ad Pages (47)
5th by Avg. Ad Pages/Copy (47)
8th by Avg. Edit. Pages/Copy (47)

RN, Medical Economics Company, Inc.
1985 Frequency: 12x
Folio:400 Rank: 346
12th by Sub. Revenue (46)
11th by Average Circulation (48)
9th by Average Sub. Circ. (48)

Road & Track, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 58
21st by Net Chg. Ad Revenue (2)
16th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (18)

Rodale's Organic Gardening, (formerly Organic Gardening), Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 109
Market: Home (27)
Market: Lifestyles (30)

Rolling Stone, Straight Arrow Publishers Inc.
1985 Frequency: 24x
Folio:400 Rank: 43
9th by Net Chg. Ad Revenue (2)
10th by Net Chg. Avg. Circ. (3)
9th by Net Chg. Avg. Sub. Circ. (4)
12th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)
Market: Lifestyles (30)

RUN, The Commodore C-128/C-64 Home Computing Guide, CW Communications/Peterborough
1985 Frequency: 12x
Folio:400 Rank: 323
Newcomer
Market: Computing (23)

Runner, The, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 276
Newcomer
Market: Sports (38)

Runner's World, Rodale Press, Inc.
1985 Frequency: 13x
Folio:400 Rank: 222
Market: Lifestyles (30)
Market: Sports (38)

(Numbers in parentheses refer to section numbers)

S&MM, see Sales & Marketing Management

SAIL, Sail Publications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 175
  Market: Lifestyles (30)
  Market: Sports (38)

Sales & Marketing Management, (formerly S&MM), Bill Communications, Inc.
  1985 Frequency: 16x
  Folio:400 Rank: 322
  16th by Net Chg. Avg. Circ. (48)
  8th by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Sub. Revenue (51)
  Fastest Growing: Average Circulation (53)
  Fastest Growing: Avg. Sub. Circ. (54)

Saltwater Sportsman, Saltwater Sportsman, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 394
  Newcomer
  Market: Outdoor (35)

San Diego Magazine, San Diego Magazine Publishing Company, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 351
  Fastest Growing: Avg. Circ. (11)
  Market: Affluence 3 (17)
  Market: City & Regional (22)

San Francisco Focus, KQED, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 374
  Newcomer
  Market: City & Regional (22)
  Market: Home Entertainment (28)

Satellite ORBIT, Commtek Publishing Co.
  1985 Frequency: 12x
  Folio:400 Rank: 209
  Newcomer
  Market: Home Entertainment (28)

Saturday Evening Post, The, Saturday Evening Post Society
  1985 Frequency: 9x
  Folio:400 Rank: 192
  Market: General Interest (25)

Savvy, Family Media, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 326
  Fastest Growing: News. Circ. (13)
  Market: Business & Financial (21)
  Market: Women-in-Business (41)

Science, American Association for the Advancement of Science
  1985 Frequency: 51x
  Folio:400 Rank: 169
  11th by Sub. Revenue (46)
  16th by Net Chg. Ad Revenue (47)
  19th by Average Sub. Circ. (48)
  21st by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Ad Revenue (50)
  Fastest Growing: Ad Pages (52)

Science Digest, Hearst Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 190
  Market: Men's Lifestyles (32)
  Market: Science & Nature (37)

Science 85, American Association for the Advancement of Science
  1985 Frequency: 10x
  Folio:400 Rank: 153
  Market: Science & Nature (37)

Scientific American, Scientific American, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 89
  Market: Business & Financial (21)
  Market: Science & Nature (37)

Self, The Conde Nast Publications Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 52
  23rd by Average News. Circ. (4)
  3rd by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: News. Circ. (13)
  Market: Women-in-Business (41)
  Market: Women's Lifestyles (43)

Sesame Street, Children's Television Workshop
  1985 Frequency: 10x
  Folio:400 Rank: 210
  15th by Net Chg. Avg. Circ. (3)
  14th by Net Chg. Avg. Sub. Circ. (4)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Market: Youth & Teen (45)

Seventeen, Triangle Communications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 36
  25th by Average News. Circ. (4)
  21st by Ad Revenue (Monthlies) (5)
  18th by Total Revenue (Monthlies) (5)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Youth & Teen (45)

SHAPE, Shape Magazine, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 156
  8th by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: News. Circ. (13)
  Market: Health & Fitness (26)
  Market: Women's Lifestyles (43)

Shooting Times, PJS Publications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 397
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Market: Outdoor (35)

Signature, Citicorp Publishing
  1985 Frequency: 12x
  Folio:400 Rank: 114
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Sub. Revenue (8)
  Market: Affluence 1 (15)
  Market: Travel (40)

Ski, Times Mirror Magazines, Inc.
  1985 Frequency: 8x
  Folio:400 Rank: 161
  Market: Affluence 2 (16)
  Market: Sports (38)

Skiing, CBS Magazines
  1985 Frequency: 7x
  Folio:400 Rank: 150
  Market: Sports (38)

Skin Diver, Petersen Publishing Company
  1985 Frequency: 12x
  Folio:400 Rank: 280
  Fastest Growing: News. Revenue (9)
  Market: Sports (38)

Sky, (formerly Delta Sky), Halsey Publishing Company
  1985 Frequency: 12x
  Folio:400 Rank: 270
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Market: Affluence 3 (17)
  Market: Inflight (29)

Smithsonian, Smithsonian Institution
  1985 Frequency: 12x
  Folio:400 Rank: 32
  17th by Net Chg. Ad Revenue (2)
  15th by Sub. Revenue (3)
  16th by Net Chg. Avg. Circ. (3)
  18th by Average Sub. Circ. (4)
  15th by Net Chg. Avg. Sub. Circ. (4)
  16th by Ad Revenue (Monthlies) (5)
  15th by Total Revenue (Monthlies) (5)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Affluence 1 (15)
  Market: General Interest (25)

Soap Opera Digest, Network Publishing Corporation
  1985 Frequency: 27x
  Folio:400 Rank: 98
  22nd by News. Revenue (3)
  15th by Total Annual News. Sales (5)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: News. Circ. (13)
  Market: Women's Lifestyles (43)

Soldier of Fortune, Soldier of Fortune Magazine, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 314
  23rd by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: News. Circ. (13)
  Market: Men's Lifestyles (32)

Southern Accents, Southern Accents, Inc.
  1985 Frequency: 6x
  Folio:400 Rank: 331
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Market: City & Regional (22)
  Market: Home (27)

Southern Living, Southern Living, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 28
  24th by Ad Revenue (2)
  16th by Sub. Revenue (3)
  19th by Average Sub. Circ. (4)
  25th by Net Chg. Avg. News. Circ. (4)
  10th by Ad Revenue (Monthlies) (5)
  13th by Total Revenue (Monthlies) (5)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: City & Regional (22)
  Market: Home (27)

SPECTRUM, The Institute of Electrical & Electronics Engineers, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 272
  Market: Affluence 3 (17)
  Market: Science & Nature (37)

Sport, Sports Magazine Associates
  1985 Frequency: 12x
  Folio:400 Rank: 110
  Market: Sports (38)

Sporting News, The, The Sporting News Publishing Company
  1985 Frequency: 51x
  Folio:400 Rank: 74
  Fastest Growing: Avg. Circ. (11)
  Market: Newsmagazines (34)
  Market: Sports (38)

Sports Afield, Hearst Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 120
  Market: Outdoor (35)

Sports Illustrated, Time Inc.
  1985 Frequency: 53x
  Folio:400 Rank: 4
  5th by Ad Revenue (2)
  12th by Net Chg. Ad Revenue (2)
  13th by Ad Pages (2)
  5th by Sub. Revenue (3)
  18th by Net Chg. Avg. Circ. (3)
  15th by Average Sub. Circ. (4)
  16th by Net Chg. Avg. Sub. Circ. (4)
  10th by Total Annual Circ. (5)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Newsmagazines (34)
  Market: Sports (38)

STAR, Murdoch Magazines
  1985 Frequency: 53x
  Folio:400 Rank: 23
  5th by News. Revenue (3)
  20th by Average Circulation (3)
  5th by Average News. Circ. (4)
  21st by Net Chg. Avg. News. Circ. (4)
  7th by Total Annual Circ. (5)
  3rd by Total Annual News. Sales (5)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: News. Circ. (13)
  Markets: General Interest (25) ▶

(Numbers in parentheses refer to section numbers)

Stereo Review, CBS Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 140
  Fastest Growing: Ad Pages (10)
  Market: Home Entertainment (28)

SUCCESS!, The Magazine for Achievers, Success Magazine Publishing Company
  1985 Frequency: 11x
  Folio:400 Rank: 300
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Market: Business & Financial (21)
  Market: Personal Finance & Mgmt. (36)

Successful Farming, Meredith Corporation
  1985 Frequency: 13x
  Folio:400 Rank: 146
  23rd by Total Revenue (46)
  24th by Ad Revenue (46)
  18th by Sub. Revenue (46)
  3rd by Average Circulation (47)
  4th by Average Sub. Circ. (48)

SUCCESSFUL MEETINGS, Bill Comm., Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 274
  10th by Net Chg. Ad Pages (47)
  20th by Avg. Ad Pages/Copy (47)
  9th by Avg. Edit. Pages/Copy (47)
  Fastest Growing: Ad Pages (52)

SUNDAY—Chicago Tribune Magazine, Chicago Tribune Co.
  1985 Frequency: 57x
  Folio:400 Rank: 186
  Newcomer
  22nd by Total Annual Circ. (5)
  Market: Sunday Magazines (39)

Sunset, Lane Publishing Company
  1985 Frequency: 12x
  Folio:400 Rank: 34
  22nd by Net Chg. Ad Revenue (2)
  13th by Ad Revenue (Monthlies) (5)
  16th by Total Revenue (Monthlies) (5)
  Fastest Growing: Ad Pages (10)
  Market: City & Regional (22)
  Market: Home (27)

Supermarket News, Fairchild Publications
  1985 Frequency: 52x
  Folio:400 Rank: 246

Swank, Swank Magazine Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 364

Sylvia Porter's Personal Finance Magazine, Sylvia Porter's Personal Finance Magazine Company
  1985 Frequency: 6x
  Folio:400 Rank: 363
  Newcomer
  Market: Business & Financial (21)
  Market: Personal Finance & Mgmt. (36)

'Teen, Petersen Publishing Company
  1985 Frequency: 12x
  Folio:400 Rank: 117
  18th by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: News. Circ. (13)
  Market: Youth & Teen (45)

Telephone Engineer & Management, Harcourt Brace Jovanovich Publications
  1985 Frequency: 24x
  Folio:400 Rank: 393
  Fastest Growing: Sub. Revenue (51)
  Fastest Growing: Average Circulation (53)
  Fastest Growing: Avg. Sub. Circ. (54)

Telephony, Telephony Publishing Corporation
  1985 Frequency: 52x
  Folio:400 Rank: 288
  12th by Ad Pages (46)

Tennis, Tennis, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 118
  Fastest Growing: Sub. Revenue (8)
  Market: Affluence 2 (16)
  Market: Sports (38)

Texas Homes, Southwest Media Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 392
  Fastest Growing: Total Revenue (6)
  Market: City & Regional (22)
  Market: Home (27)

Texas Monthly, Texas Monthly, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 122
  Market: Affluence 3 (17)
  Market: City & Regional (22)

TIME, Time Inc.
  1985 Frequency: 52x
  Folio:400 Rank: 2
  1st by Ad Revenue (2)
  4th by Net Chg. Ad Revenue (2)
  15th by Ad Pages (2)
  1st by Sub. Revenue (3)
  16th by News. Revenue (3)
  14th by Average Circulation (3)
  7th by Average Sub. Circ. (4)
  4th by Total Annual Circ. (5)
  17th by Total Annual News. Sales (5)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Market: Newsmagazines (34)

Town & Country, Hearst Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 71
  Market: Affluence 2 (16)
  Market: Women's Lifestyles (43)

Trailer Life, TL Enterprises, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 238
  Market: Lifestyles (30)

Travel Agent, The, The American Traveler Group
  1985 Frequency: 169x
  Folio:400 Rank: 177
  1st by Ad Pages (46)
  14th by Average Sub. Circ. (48)
  Fastest Growing: Average Circulation (53)
  Fastest Growing: Avg. Sub. Circ. (54)

Travel & Leisure, American Express Publishing Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 49
  Market: Affluence 1 (15)
  Market: Travel (40)

Travel-Holiday, Travel Magazine, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 195
  Market: Travel (40)

True Story, Macfadden Women's Group
  1985 Frequency: 12x
  Folio:400 Rank: 99
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Circ. (13)
  Market: Women's Lifestyles (43)

TV Guide, Triangle Publications, Inc.
  1985 Frequency: 52x
  Folio:400 Rank: 1
  2nd by Ad Revenue (2)
  6th by Net Chg. Ad Revenue (2)
  7th by Ad Pages (2)
  2nd by Sub. Revenue (3)
  1st by News. Revenue (3)
  3rd by Average Circulation (3)
  4th by Average Sub. Circ. (4)
  1st by Average News. Circ. (4)
  2nd by Total Annual Circ. (5)
  1st by Total Annual News. Sales (5)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: News. Circ. (13)
  Market: General Interest (25)
  Market: Newsmagazines (34)

TWA Ambassador, East/West Network, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 386
  Fastest Growing: Total Revenue (6)
  Market: Affluence 3 (17)
  Market: Inflight (29)

U.S.News & World Report, U.S.News & World Report, Inc.
  1985 Frequency: 51x
  Folio:400 Rank: 15
  16th by Ad Revenue (2)
  8th by Sub. Revenue (3)
  20th by Average Sub. Circ. (4)
  14th by Total Annual Circ. (5)
  Market: Newsmagazines (34)

United, East/West Network, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 160
  Market: Affluence 2 (16)
  Market: Inflight (29)

US, US Magazine Company
  1985 Frequency: 25x
  Folio:400 Rank: 82
  20th by Total Annual News. Sales (5)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Sub. Circ. (12)
  Market: General Interest (25)

USA WEEKEND, (formerly Family Weekly), Gannett Company
  1985 Frequency: 52x
  Folio:400 Rank: 30
  18th by Ad Revenue (2)
  15th by Net Chg. Ad Revenue (2)
  4th by Average Circulation (3)
  5th by Net Chg. Avg. Circ. (3)
  3rd by Total Annual Circ. (5)
  Fastest Growing: Avg. Circ. (11)
  Market: Sunday Magazines (39)

Vanity Fair, The Conde Nast Pubs. Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 232
  24th by Net Chg. Ad Pages (2)
  21st by Net Chg. Avg. Circ. (3)
  23rd by Net Chg. Avg. Sub. Circ. (4)
  15th by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Affluence 2 (16)
  Market: General Interest (25)

VENTURE, The Magazine for Entrepreneurs, Venture Magazine Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 151
  Fastest Growing: Sub. Revenue (8)
  Market: Affluence 2 (16)
  Market: Business & Financial (21)

VFW, Veterans of Foreign Wars of the United States
  1985 Frequency: 11x
  Folio:400 Rank: 330
  21st by Average Sub. Circ. (4)
  Fastest Growing: Ad Pages (10)
  Market: Maturity (31)

Video, Reese Communications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 235
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Avg. Circ. (11)
  Market: Home Entertainment (28)

Video Review, Viare Publishing
  1985 Frequency: 12x
  Folio:400 Rank: 193
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Sub. Circ. (12)
  Market: Home Entertainment (28)

Vogue, The Conde Nast Publications Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 27
  22nd by Ad Revenue (2)
  10th by Ad Pages (2)
  15th by News. Revenue (3)
  18th by Average News. Circ. (4)
  22nd by Net Chg. Avg. News. Circ. (4)
  21st by Total Annual News. Sales (5)
  8th by Ad Revenue (Monthlies) (5)
  12th by Total Revenue (Monthlies) (5)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: News. Circ. (13)
  Market: Women's Fashion (42)
  Market: Women's Lifestyles (43)

W, Fairchild Publications
  1985 Frequency: 26x
  Folio:400 Rank: 96
  Fastest Growing: News. Revenue (9)
  Market: Affluence 3 (17)
  Market: Women's Fashion (42)

(Numbers in parentheses refer to section numbers)

MAGAZINE INDEX

- **Wallaces Farmer**, Farm Progress Companies
  - 1985 Frequency: 23x
  - Folio:400 Rank: 380
- **Washingtonian, The**, Washington Magazine, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 242
  - 25th by Ad Pages (2)
  - 20th by Net Chg. Ad Pages (2)
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)
- **Weight Watchers Magazine**, W/W Twentyfirst Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 152
  - Market: Health & Fitness (26)
- **Women's Day**, CBS Magazines
  - 1985 Frequency: 16x
  - Folio:400 Rank: 12
  - 15th by Ad Revenue (2)
  - 7th by News. Revenue (3)
  - 9th by Average Circulation (3)
  - 3rd by Average News. Circ. (4)
  - 15th by Total Annual Circ. (5)
  - 5th by Total Annual News. Sales (5)
  - Fastest Growing: News. Revenue (9)
  - Market: Women's Service (44)
- **Woman's World**, Heinrich Bauer North America
  - 1985 Frequency: 53x
  - Folio:400 Rank: 51
  - Newcomer
  - 10th by News. Revenue (3)
  - 13th by Average News. Circ. (4)
  - 21st by Total Annual Circ. (5)
  - 8th by Total Annual News. Sales (5)
  - Market: Women's Lifestyles (43)
  - Market: Women's Service (44)
- **Women's Wear Daily**, Fairchild Publications
  - 1985 Frequency: 252x
  - Folio:400 Rank: 67
  - 3rd by Total Revenue (46)
  - 4th by Ad Revenue (46)
  - 16th by Sub. Revenue (46)
  - 2nd by Ad Pages (46)
  - 18th by Net Chg. Ad Revenue (47)
  - 22nd by Net Chg. Avg. Sub. Circ. (48)
  - Fastest Growing: Sub. Revenue (51)
  - Market: Apparel (55)
- **WOOD, Better Homes and Gardens**, Meredith Corporation
  - 1985 Frequency: 6x
  - Folio:400 Rank: 316
  - Newcomer
  - Market: Men's Service (33)
- **WORKBASKET, THE, and Home Arts Magazine**
  - Modern Handcraft, Inc.
  - 1985 Frequency: 10x
  - Folio:400 Rank: 241
  - 24th by Average Sub. Circ. (4)
  - Market: Women's Service (44)
- **WORKBENCH, The Do-It-Yourself Magazine**
  - Modern Handcraft, Inc.
  - 1985 Frequency: 6x
  - Folio:400 Rank: 327
  - Market: Home (27)
  - Market: Men's Service (33)
- **Working Mother**, The McCall Publishing Co.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 123
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Market: Women-in-Business (41)
  - Market: Women's Service (44)
- **Working Woman**, Hal Publications
  - 1985 Frequency: 12x
  - Folio:400 Rank: 87
  - Market: Business & Financial (21)
  - Market: Women's Lifestyles (43)
- **World Tennis**, Family Media, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 286
  - Market: Sports (38)
- **Yachting**, CBS Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 176
  - Market: Lifestyles (30)
  - Market: Sports (38)
- **Yankee**, Yankee Publishing Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 113
  - Market: City & Regional (22)
  - Market: General Interest (25)
- **YM**, (formerly Young Miss), Gruner + Jahr USA Publishing
  - 1985 Frequency: 10x
  - Folio:400 Rank: 178
  - Market: Youth & Teen (45)
- **Young Miss**, see YM

(Numbers in parentheses refer to section numbers)

ADVERTISER INDEX

- AT&T 14-15
- Banta 18
- Boston Magazine 101
- Bride's 13
- Brown Printing Co. 16
- C Systems, Ltd. 23
- CW Communications 186, 189
- Champion International 21
- Computerworld 186
- Ebony 90
- G.S. Lithographers 7-10
- Geyer-McAllister Publications 177
- Good Housekeeping 169
- Harcourt Brace Jovanovich 42-55, Cover 4
- Harvard Business Review 95
- Home 117, 119, 121
- InfoWorld 189
- Judd's 2-4
- KLM Cargo 57
- Kable News 55
- M The Civilized Man 132
- Omni 146
- Penthouse 134
- Playboy Cover 2
- Quad/Graphics Cover 3
- Redbook 167
- Rodale Press 63
- Smithsonian 69
- Space Analysis Systems, Inc. 12, 77, 111
- Spectrum 81
- TV Guide 28, 108
- Vanity Fair 75
- Veronis, Suhler & Assoc. 35, 37
- Vogue 29, 30, 31, 32, 33, 34
- W 79
- Women's Wear Daily 185